

**C-6195**

**Sub. Code**

**83513**

**B.Sc. DEGREE EXAMINATION, APRIL 2022**

**First Semester**

**Media Technology**

**INTRODUCTION TO VISUAL COMMUNICATION**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is verbal communication?
2. Define symbols.
3. Write short note on two step flow theory.
4. Define semantic.
5. What is narrative representation?
6. Write short notes on semiotics.
7. What is public opinion?
8. Define - culture.
9. Write short note on traditional media.
10. What is digital media?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a brief note on the importance of visual communication.

Or

- (b) Discuss the role of nonverbal communication in day to day life.

12. (a) Write brief note on Schramm's circular model

Or

- (b) Describe the dance's helical model.

13. (a) Discuss the paradigmatic and syntagmatic aspects of signs.

Or

- (b) How is colour psychology important in designing?

14. (a) Write a brief note on the role of public opinion in communication.

Or

- (b) Outline the message conveyed by culture in communication in Indian context.

15. (a) Discuss the influence of digital media in society.

Or

- (b) Write about hypodermic needle theory.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the theoretical concepts of SMCR model detail with suitable diagram.

Or

- (b) What is a barrier in communication? Explain the types of barriers in communication.

17. (a) Elaborate the step by step process involved in the design process.

Or

- (b) Elaborate on the levels of communication.

18. (a) Discuss the problems and challenges in cross cultural communication.

Or

- (b) Explain the functions of mass communication.

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**C-6196**

**Sub. Code**

**83514**

**B.Sc. DEGREE EXAMINATION, APRIL 2022.**

**First Semester**

**Media Technology**

**DESIGN FUNDAMENTALS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define – Texture.
2. Write a short note on Rhythm.
3. What are the three attributes of colour?
4. Write any two colour modes.
5. What is vector graphics?
6. Comment on colour contrast.
7. Write a short on image manipulation.
8. Which colour mode is suitable for printing?
9. What is Grid in designing?
10. Write short note on linear perspectives.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a brief note on fundamentals of design.

Or

- (b) Discuss the characteristics of a good design.

12. (a) Write a brief note on colour wheel.

Or

- (b) Outline any three colour schemes in designing.

13. (a) What is Typography? Discuss the role of typography in design.

Or

- (b) Define Graphics. Discuss the importance of graphics in designing.

14. (a) Write a brief note on grid system and templates.

Or

- (b) List out the important part of a page layout with diagram.

15. (a) Highlight the concept of perspectives in brief.

Or

- (b) Discuss the message conveyed by different types of perspective in a visual sequence.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate the principle of design in detail.

Or

- (b) Explain the fundamental of creativity and the importance creativity in detail.

17. (a) Illustrate the step by step process involved in a broucher designing with suitable example.

Or

- (b) Explain the types of layouts in detail with suitable diagram.

18. (a) Explain in detail.

- (i) Colour psychology
- (ii) Colour harmony
- (iii) Colour strategy
- (iv) Colour contrast

Or

- (b) Illustrate the types of perspective and the role of perspective in visual representation in detail.

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**C-6197**

**Sub. Code**

**83523**

**B.Sc. DEGREE EXAMINATION, APRIL 2022**

**Second Semester**

**Media Technology**

**WEB DESIGNING**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Expand CSS.
2. What is saturation?
3. Write any two programming language.
4. What is a smart filter?
5. What is slicing?
6. What is layer?
7. What is clipping?
8. Define navigation.
9. What is class selector?
10. What is tag?

**Part B**

(5 × 5 = 25)

Answer **all** the questions.

11. (a) What is browser? Name any three browsers?

Or

- (b) Discuss about warping type layers.

12. (a) What are the uses of HTML?

Or

- (b) Write about the tags in HTML.

13. (a) What are the key responsibilities of a web designer?

Or

- (b) How will you design a navigation submenu?

14. (a) Explain about applying rounded corner buttons.

Or

- (b) Write the three different ways to implement CSS on web page.

15. (a) Write the importance of building a navigation bar.

Or

- (b) How will you create style for navigation menu?

**Part C**

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Explain about magic wand and lasso tool.

Or

- (b) Write the process of creating Web page.



17. (a) Explain the most commonly used languages and platforms for website design.

Or

(b) Outline about Box model.

18. (a) Differentiate between HTML elements and HTML tags.

Or

(b) What is website? What are the different types of websites?

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**C-6198**

**Sub. Code**

**83524**

**B.Sc. DEGREE EXAMINATION, APRIL 2022**

**Second Semester**

**Media Technology**

**DIGITAL PHOTOGRAPHY**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define ISO
2. What is digital photography?
3. Define angle of view.
4. Write the importance of soft box light.
5. What is key light?
6. What is negative space?
7. List any two uses of start filter.
8. Write about black and white exposure.
9. Define colour balance.
10. List any two branded camera.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write about mega pixel and image pixel.

Or

- (b) Write about the camera handling technique.

12. (a) Write a note on symmetry.

Or

- (b) What is background and foreground?

13. (a) Discuss about shutter speed types.

Or

- (b) Write about the importance of camera lens.

14. (a) Write a note on fog filter.

Or

- (b) Write about the importance of reflector.

15. (a) Write a note on temperature adjustment.

Or

- (b) Discuss about the history of photography.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Differentiate good photo and bad photo.

Or

- (b) Elaborate on rule of third.

17. (a) Elaborate on ISO types.

Or

(b) Elaborate on fashion photography.

18. (a) Explain the importance of polarizing filter.

Or

(b) Explain about basic camera settings.

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**C-6202**

**Sub. Code**

**83542**

**B.Sc. DEGREE EXAMINATION, APRIL 2022**

**Fourth Semester**

**Media Technology**

**NON LINEAR EDITING**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is online editing?
2. Define timeline.
3. What is transition?
4. Define editing interface.
5. What is non-destructive editing?
6. Define source folder.
7. What is trimming?
8. Write any four transition effect names.
9. Define term animation.
10. Define key frame.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is offline and online editing?

Or

(b) Write the basics of non-linear editing and its advantages.

12. (a) Discuss transition and cut.

Or

(b) 'Managing Hard Disk space is crucial' — Justify.

13. (a) Briefly explain about the history of Non linear editing.

Or

(b) Why noise reduction should be concentrated in editing process?

14. (a) Write the commands and interface in editing.

Or

(b) Describe in detail the two types of video formats.

15. (a) Discuss about the importance of transition.

Or

(b) Differentiate Recorder window and Timeline window.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain different audio formats and their uses.

Or

- (b) Explain about various editing environment tools.

17. (a) Explain in detail Transition linear offline and online edit.

Or

- (b) Describe about various types of editing.

18. (a) Discuss elaborately about trimming video concept.

Or

- (b) Explain about Non-linear formats and their uses.
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**C-6203**

**Sub. Code**

**83543**

**B.Sc. DEGREE EXAMINATION, APRIL 2022.**

**Fourth Semester**  
**Media Technology**  
**ADVANCED ART**  
**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write a short notes on Line of Action.
2. Write a short note on fore shortening.
3. What are the details of facial feature?
4. Write about facial expression.
5. What is Originality in character design?
6. Define – Heavy Villainous character.
7. What is model sheet?
8. Write short note on under lays.
9. What is fly cycle?
10. Write short note on concept art.



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) How to visualize body forms in flow line?

Or

- (b) Illustrate the process of drawing a dynamic action pose with brief explanation.

12. (a) What are the important guidelines one should remember while drawing female heads?

Or

- (b) How to draw hands and feet in various possible view?

13. (a) How challenging is it to draw a mad or weird character?

Or

- (b) Write a short note on exaggerated characteristics of character design.

14. (a) Explain the usage of overlays and underlays.

Or

- (b) Write down the importance of Art for Animation.

15. (a) How to illustrate a location in different lighting?

Or

- (b) Illustrate walkcycle drawing for four leg walks.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write a detailed note on drawing figures in different perspectives.

Or

- (b) Explain the male body proportions in detail with suitable example.

17. (a) Write detail note on:

- (i) Details of facial features
- (ii) Costume/Drapery

Or

- (b) How to develop the following character types?

- (i) Pretty/Cute character
- (ii) Alien characters
- (iii) Ridiculous/Humorous character

18. (a) Strait ahead vs pose to pose methods of animation drawings – Explain in detail.

Or

- (b) Write a detailed note on drawing extremes Breakups and in between drawings.

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**C-5664**

**Sub. Code**

**16/17/23/25/  
26/27/29**

**Common for All U.G. B.Sc./B.B.A. DEGREE  
EXAMINATION, APRIL 2022**

**First/Second Semester**

**ENVIRONMENTAL STUDIES**

**(2019/2020 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. ZSI.
2. WII.
3. What is renewable energy?
4. Food web.
5. Pyramid of numbers in aquatic ecosystem.
6. Red data book.
7. List out any five Endemic species of India.
8. List out marine pollutants.
9. *Ex Situ* Conservation.
10. Enlist Option Values of Biodiversity.

**Part B**

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Write notes on definition, scope and importance of environmental studies.

Or

- (b) Write notes on soil erosion and desertification.

12. (a) Write notes on energy flow in the ecosystem.

Or

- (b) Write notes on threads to biodiversity.

13. (a) Write notes on Biodiversity at Global, National and Local levels.

Or

- (b) Write notes on various strategies of conservation of Biodiversity.

14. (a) Write notes on ecological pyramids.

Or

- (b) Write notes on air pollution.

15. (a) Write notes on noise pollution.

Or

- (b) Write notes on effects and control measures of nuclear hazards.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write an essay on the multidisciplinary nature of Environmental Studies.

Or

- (b) Write an essay on the following resources with special emphasis to how they are overexploited/utilized which in turn damage the environment, (i) Forest Resources and (ii) Food Resources.

17. (a) Write an essay on “India is a mega-diversity nation”.

Or

- (b) Write an essay on Biodiversity and their values.

18. (a) Write an essay on causes, effects and control measures of (i) Marine Pollution and (ii) Water Pollution.

Or

- (b) Write an essay on concept, structure and function of ecosystem.