Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_



**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

**End Semester Examination – Nov/Dec – 2016**

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|  |  | **Semester :** | **2016-17 ODD** |
| **Code :** | **16MT1001** | **Duration :** | **3hrs** |
| **Sub. Name :** | **INTRODUCTION TO DIGITAL MEDIA** | **Max. marks :** | **100** |

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| Q. No | Questions | | | | Course outcome | | Marks |
| **PART-A (40X1=40 MULTIPLE CHOICE QUESTIONS)** | | | | | | | |
| 1. | Podcasting stands for ? | | | | CO2 |  | |
|  | a. Textual blogging | b. Photo blogging | c. Audio alone blogging | d. Audio/Video blogging |  | (1) | |
| 2. | The best way to reduce camera shake is to | | | | CO2 |  | |
|  | a. Increase ISO | b. Decrease Shutter speed | c. Use Tripod | d. Open aperture wider |  | (1) | |
| 3. | Which is a larger *aperture*? | | | | CO1 |  | |
|  | a. 1.4 | b. 2.8 | c. 1600 | d. 1/300 |  | (1) | |
| 4. | ISO is the | | | | CO2 |  | |
|  | a. Shutter speed | b. Aperture | c. Film Speed | d. Isometric Sound Option |  | (1) | |
| 5. | GND stands for ? | | | | CO1 |  | |
|  | a. Graduated Neutral Density | b. Grade Neutral Density | c. Green Neutral Density | d. Grid Neutral Density |  | (1) | |
| 6. | Shutter speed is measured in \_\_\_\_\_\_\_\_\_\_\_\_\_. | | | | CO2 |  | |
|  | a. Seconds | b. Minutes | c. ms | d.kms |  | (1) | |
| 7. | \_\_\_\_\_\_\_\_\_ is also called as bust shot | | | | CO2 |  | |
|  | a. Mid Long shot | b. Closeup shot | c. Mid Shot | d.Mid close shot |  | (1) | |
| 8. | A prime lens has a focal length of \_\_\_\_\_\_\_\_\_\_mm | | | | CO2 |  | |
|  | a. 24mm | b. 50mm | c. 120mm | d.400mm |  | (1) | |
| 9. | Aperture is measured in \_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | CO1 |  | |
|  | a. Pit-stops | b. haf stops | c. full stops | d.full steps |  | (1) | |
| 10. | The rule of thirds divides the frame into \_\_\_\_\_ equal parts. | | | | CO1 |  | |
|  | a. 9 | b. 6 | c. 8 | d. 4 |  | (1) | |
| 11. | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ graphics is used while designing logo meant for print and websites. | | | | CO1 |  | |
|  | a.Scalar | b.Vector | c.Polar | d.Circular |  | (1) | |
| 12. | Something that grabs the attention of the viewer and makes them sit up and take notice is | | | | CO2 |  | |
|  | a. A hook | b. A rope | c. A bait | d. A timelapse |  | (1) | |
| 13. | Analogous colour design is designed using how many colours | | | | CO1 |  | |
|  | a.One | b.Two | c.Three | d.Both b & c |  | (1) | |
| 14. | What is the Minimum sample rate required for digitizing audio from telephone | | | | CO1 |  | |
|  | a.5000hz | b. 8000hz | c.48000hz | d.22050hz |  | (1) | |
| 15. | Frequency is measured in | | | | CO2 |  | |
|  | a.decibel | b. Volts | c. m/s | d.Hertz |  | (1) | |
| 16. | What is the sample rate of CD quality Audio | | | | CO1 |  | |
|  | a.5.1 | b.44.1 | c.11.1 | d.7.1 |  | (1) | |
| 17. | Which of these is not a Audio Equipment ? | | | | CO2 |  | |
|  | a. Microphone | b.Speaker | c.Camera | d.Amplifier |  | (1) | |
| 18. | What does the Mercedes Benz Logo stand for? | | | | CO1 |  | |
|  | a.Dominance in Air | b.Dominance in land | c.Dominance in water | d.All of the above. |  | (1) | |
| 19. | What does EDL stand for in post production stant for? | | | | CO1 |  | |
|  | a.Ending Dialogue Line | b.Event Dialogue log | c.Edit decision list | d.Event Duplicate List |  | (1) | |
| 20. | The mobile OS which is best known for its design is | | | | CO1 |  | |
|  | a. Symbian | b.Android | c. Windows | d. None |  | (1) | |

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| 21. | The phase of mobile development where user behavior is made simple is known as | | | | CO1 |  |
|  | a. UI | b. UX | c. both | d. None |  | (1) |
| 22. | The phenomenon of analyzing a mobile app on various screen resolutions is known | | | | CO2 |  |
|  | a. Testing | b. Toggling | c. Material Design | d. None |  | (1) |
| 23. | The process by which the app files are setup on the mobile phone via computer is known as | | | | CO2 |  |
|  | a. Debugging | b. Deployment | c. File Transfer | d. None |  | (1) |
| 24. | The first step in the process of developing app development | | | | CO1 |  |
|  | a. Design | b. Development | c. Selecting target audience | d. testing |  | (1) |
| 25. | What is the abbreviation for ADC? | | | | CO2 |  |
|  | a. Automated Dialogue code | b. Analogue digital convertor | c. Analogue digital code | d. Automated digital code |  | (1) |
| 26. | What is the abbreviation for ADR? | | | | CO1 |  |
|  | a. Automated dialogue recreator | b. Automated dialogue replacement | c. Automated digital record | d. Automated digital radar |  | (1) |
| 27. | What is meant by foley sound? | | | | CO1 |  |
|  | a. Artificially created sound | b.Natural sound | c.Physically created sound | d.Motorised created sound |  | (1) |
| 28. | In triadic colour choices if one colour is Red then what are the other colours? | | | | CO1 |  |
|  | a. blue,green | b. green, yellow | c. yellow, blue | d. pink, violet |  | (1) |
| 29. | Analogous colour design is designed using how many colours | | | | CO2 |  |
|  | a. 1 | b. 2 | c. 3 | d. Both b&c |  | (1) |
| 30. | dpi means | | | | CO2 |  |
|  | **a.** digital picture intermediate | **b.** Defined Parameters Intermediate | **c.** dots per inch | **d.** None of the above |  | (1) |
| 31. | OOH is | | | | CO2 |  |
|  | a. Out of Home Advertising | b. Out of house advertising | c. Out of hand advertising | d. None |  | (1) |
| 32. | Transit advertising uses which of the following? | | | | CO1 |  |
|  | a. Bus | b. Magazine | c. Mobile | d. Television |  | (1) |
| 33. | An XML-formatted file that specifies information and items contained in a blog allows users to subscribe. | | | | CO1 |  |
|  | a. Feed | b. Blogroll | c. Enclosure | d. Channel |  | (1) |
| 34. | An article of content published on the Internet in a blog or forum | | | | CO1 |  |
|  | a. Trackback | b. Ping | c. Mashups | d. Post |  | (1) |
| 35. | Blogs on Vulture is called as | | | | CO2 |  |
|  | a. Macro blogging | b. Bird blogging | c. Niche blogging | d. Micro blogging |  | (1) |
| 36. | Blogs are derived from the word | | | | CO1 |  |
|  | a. Blogosphere | b.Weblogs | c.Intern blog | d.Pod blog |  | (1) |
| 37. | Blogs are | | | | CO1 |  |
|  | a. Online diary | b.online journal | c.online news | d.All of the above |  | (1) |
| 38. | In  AIDA, “ A” stands for | | | | CO1 |  |
|  | a. Authenticity | b. All round | c. Awareness | d. None |  | (1) |
| 39. | When an advertisement is within its locality it is called | | | | CO1 |  |
|  | a. Local advertising | b. National advertising | c. International advertising | d.Outdoor advertising |  | (1) |
| 40. | What is the nonpersonal communication persuasive in nature about products, services or ideas by the identified sponsors through the various media. | | | | CO2 |  |
|  | a. Awareness | b. Advertisement | c. Interest | d. Desire |  | (1) |

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| **PART B(8 X 5 = 40 MARKS) (ANSWER ANY EIGHT)** | | | |
| 41. | Define the elements of Digital Design. | CO2 | (5) |
| 42. | Differentiate between a wide angle lens and a telephoto lens | CO1 | (5) |
| 43. | What is depth of field? | CO1 | (5) |
| 44. | What are the uses of flash? | CO1 | (5) |
| 45. | Identify two common forms of out-door advertising. | CO1 | (5) |
| 46. | State the importance of classified adverting. | CO2 | (5) |
| 47. | Write in your own words with examples on how UI/UX is essential in Design process of mobile app development. | CO2 | (5) |
| 48. | How Blogs are promoted? | CO1 | (5) |
| 49. | Why should you use blogs for promoting business? | CO2 | (5) |
| 50. | What are the essential elements for making a good story? Explain with a sample story. | CO2 | (5) |
| **PART C( 2 X 10 = 20 MARKS) (ANSWER ANY TWO)** | | | |
| 51. | Elucidate the different types of shots and angles with examples. | CO1 | (10) |
| 52. | Explain about the rules of composition. | CO1 | (10) |
| 53. | Explain in detail the various types of advertising. | CO2 | (10) |

ALL THE BEST