

Reg.No. _____



Karunya 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

Code : 16MT1001
Sub. Name : Introduction to Digital Media

Semester : 2016-17 ODD
Duration : 3hrs
Max. marks : 100

Q. No	Questions				Course outcome	Marks
PART-A (40X1=40 MULTIPLE CHOICE QUESTIONS)						
1.	Podcasting stands for ?					
	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					
	a. Increase ISO	b. Decrease Shutter speed	c. Use Tripod	d. Open aperture wider		(1)
3.	Which is a larger <i>aperture</i> ?					
	a. 1.4	b. 2.8	c. 1600	d. 1/300		(1)
4.	ISO is the					
	a. Shutter speed	b. Aperture	c. Film Speed	d. Isometric Sound Option		(1)
5.	GND stands for ?					
	a. Graduated Neutral Density	b. Grade Neutral Density	c. Green Neutral Density	d. Grid Neutral Density		(1)
6.	Shutter speed is measured in _____.					
	a. Seconds	b. Minutes	c. ms	d.kms		(1)
7.	_____ is also called as bust shot					
	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					
	a. 24mm	b. 50mm	c. 120mm	d.400mm		(1)
9.	Aperture is measured in _____					
	a. Pit-stops	b. haf stops	c. full stops	d.full steps		(1)
10.	The rule of thirds divides the frame into _____ equal parts.					
	a. 9	b. 6	c. 8	d. 4		(1)
11.	_____ graphics is used while designing logo meant for print and websites.					
	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					
	a. A hook	b. A rope	c. A bait	d. A timelapse		(1)
13.	Analogous colour design is designed using how many colours					
	a.One	b.Two	c.Three	d.Both b & c		(1)
14.	What is the Minimum sample rate required for digitizing audio from telephone					
	a.5000hz	b. 8000hz	c.48000hz	d.22050hz		(1)
15.	Frequency is measured in					
	a.decibel	b. Volts	c. m/s	d.Hertz		(1)
16.	What is the sample rate of CD quality Audio					
	a.5.1	b.44.1	c.11.1	d.7.1		(1)

17.	Which of these is not a Audio Equipment ?					
	a. Microphone	b.Speaker	c.Camera	d.Amplifier		(1)
18.	What does the Mercedes Benz Logo stand for?					
	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?					
	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					
	a. Symbian	b.Android	c. Windwos	d. None		(1)
21.	The phase of mobile development where user behavior is made simple is known as					
	a. UI	b. UX	c. both	d. None		(1)
22.	The phenomenon of analyzing a mobile app on various screen resolutions is known					
	a. Testing	b. Togglng	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					
	a. Debugging	b. Deployment	c. File Transfer	d. None		(1)
24.	The first step in the process of developing app development					
	a. Design	b. Development	c. Selecting target audience	d. testing		(1)
25.	What is the abbreviation for ADC?					
	a. Automated Dialogue code	b. Analogue digital convertor	c. Analogue digital code	d. Automated digital code		(1)
26.	What is the abbreviation for ADR?					
	a. Automated dialogue recreator	b. Automated dialogue replacement	c. Automated digital record	d. Automated digital radar		(1)
27.	What is meant by foley sound?					
	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?					
	a. blue,green	b. green, yellow	c. yellow, blue	d. pink, violet		(1)
29.	Analogous colour design is designed using how many colours					
	a. 1	b. 2	c. 3	d. Both b&c		(1)
30.	dpi means					
	a. digital picture intermediate	b. Defined Parameters Intermediate	c. dots per inch	d. None of the above		(1)
31.	OOH is					
	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?					
	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.					
	a. Feed	b. Blogroll	c. Enclosure	d. Channel		(1)
34.	An article of content published on the Internet in a blog or forum					
	a. Trackback	b. Ping	c. Mashups	d. Post		(1)
35.	Blogs on Vulture is called as					
	a. Macro blogging	b. Bird blogging	c. Niche blogging	d. Micro blogging		(1)
36.	Blogs are derived from the word					

	a. Blogosphere	b. Weblogs	c. Intern blog	d. Pod blog		(1)
37.	Blogs are					
	a. Online diary	b. online journal	c. online news	d. All of the above		(1)
38.	In AIDA, “A” stands for					
	a. Authenticity	b. All round	c. Awareness	d. None		(1)
39.	When an advertisement is within its locality it is called					
	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.					
	a. Awareness	b. Advertisement	c. Interest	d. Desire		(1)

PART B(8 X 5 = 40 MARKS) (ANSWER ANY EIGHT)

41.	Define the elements of Digital Design.		(5)
42.	Differentiate between a wide angle lens and a telephoto lens		(5)
43.	What is depth of field?		(5)
44.	What are the uses of flash?		(5)
45.	Identify two common forms of out-door advertising.		(5)
46.	State the importance of classified advertizing.		(5)
47.	Write in your own words with examples on how UI/UX is essential in Design process of mobile app development.		(5)
48.	How Blogs are promoted?		(5)
49.	Why should you use blogs for promoting business?		(5)
50.	What are the essential elements for making a good story? Explain with a sample story.		(5)

PART C(2 X 10 = 20 MARKS) (ANSWER ANY TWO)

51.	Elucidate the different types of shots and angles with examples.		(10)
52.	Explain about the rules of composition.		(10)
53.	Explain in detail the various types of advertising.		(10)

ALL THE BEST