

**THIRD SEMESTER B.A./B.Sc. DEGREE EXAMINATION, NOVEMBER 2020**

(CUCBCSS—UG) .

B.A. Multimedia

BMM 3C 02—COMPUTER GRAPHICS

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Section A (One Word)**

*Answer all questions.  
Each question carries 1 mark.*

1. Eyedropper tool.
2. Layer in Photoshop.
3. JPEG.
4. WWW.
5. GSM.
6. Saddle stitch.
7. UI Design.
8. Vector Graphics.
9. Burn Tool.
10. History Palette in Photoshop.

(10 × 1 = 10 marks)

**Section B (Short Answers)**

*Answer any ten questions.  
Each answer carries 2 marks.*

11. Graphic Design.
12. Vector Graphics.
13. Visual Weight.

**Turn over**

14. Logo.
15. Page Layout.
16. Paths and Shapes.
17. Types of folds.
18. Resolution.
19. CMYK Colour Mode.
20. TIFF.
21. Image correction.
22. Dodge and burn tools in Photoshop.

(10 × 2 = 20 marks)

### **Section C (Paragraphs)**

*Answer any **six** questions.  
Each question carries 5 marks.*

23. Graphic design softwares.
24. 2D and 3D graphics.
25. Different types of stationary designs.
26. Impact of design in brand identity.
27. Write a note on tools in Adobe illustrator.
28. Image correction and enhancement tools in Adobe Photoshop.
29. Qualities of a good graphic designer.
30. Different types of filters in photoshop.

(6 × 5 = 30 marks)

### **Section D (Essays)**

*Answer any **two** questions.  
Each question carries 10 marks.*

31. Discuss in detail about the applications of graphic design.
32. Trace the history of Graphic Design.
33. Explain the features and applications of Adobe Illustrator.

(2 × 10 = 20 marks)

**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2021**

B.A. Multimedia

BMM 3B 05—DIGITAL PHOTOGRAPHY

(2019—2020 Admissions)

(Multiple Choice Questions for SDE Candidates)

**Time : 15 Minutes**

**Total No. of Questions : 15**

**Maximum : 15 Marks**

**INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 15.
2. The candidate should check that the question paper supplied to him/her contains all the 15 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
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## BMM 3B 05—DIGITAL PHOTOGRAPHY

(Multiple Choice Questions for SDE Candidates)

1. Kodak Camera was invented by \_\_\_\_\_.
  - (A) George Eastman.
  - (B) Edison.
  - (C) Lumiere Brothers.
  - (D) None of these.
2. Back lighting :
  - (A) Light from the foreground.
  - (B) Light behind camera.
  - (C) Light behind the object.
  - (D) None of these.
3. Colour noise :
  - (A) Accuracy of signals.
  - (B) Disturbance.
  - (C) Vibration.
  - (D) None of the above.
4. Filter :
  - (A) Coloured piece of glass.
  - (B) A mesh.
  - (C) Muslin cloth.
  - (D) None of the above.
5. Foreground :
  - (A) Area between lens and sensor.
  - (B) Area between camera and object.
  - (C) Area between photographer and camera.
  - (D) None of the above.
6. The Camera Obscura was first recorded in :
  - (A) 400 BC.
  - (B) 1600 AD.
  - (C) 1800 AD.
  - (D) 800 AD.
7. The world's oldest surviving photograph was taken in :
  - (A) 1826.
  - (B) 1836.
  - (C) 1846.
  - (D) 1889.

8. Visible spectrum of the light has a wavelength in the range of :
- (A) 1000 to 4000 Ao. (B) 4000 to 7000 Ao.  
(C) 7500 to 12500 Ao. (D) 12500 to 30000 Ao.
9. Sky appears to be blue because of :
- (A) Radiation of light over dust particles.  
(B) Reflection of light over dust particles.  
(C) Refraction of light over dust particles.  
(D) Scattering of light over dust particles.
10. Which of the following colour has the wavelength between blue and yellow :
- (A) Violet. (B) Orange.  
(C) Red. (D) Green.
11. 'Camera' is actually a Latin word meaning :
- (A) Picture box. (B) Room.  
(C) Light box. (D) None of the above.
12. Who coined the term 'Photography' ?
- (A) Fox Talbot. (B) Nicephore Niepce.  
(C) Sir John Herschel. (D) None of these.
13. What was Roger Fenton famous for ?
- (A) War photography.  
(B) Founding the Royal Photographic Society ?  
(C) Both.  
(D) None of these.
14. Your negative is very weak with very little shadow detail. Why ?
- (A) Under exposure and under development.  
(B) Under exposure and over development.  
(C) Over exposure and over development.  
(D) None of these.

15. David Seyour was the founder of which group ?

(A) f64.

(B) Societe Heliographique.

(C) Magnum.

(D) None of these.

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**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2021**

B.A. Multimedia

BMM 3B 05—DIGITAL PHOTOGRAPHY

(2019—2020 Admissions)

Time : Two Hours

Maximum : 60 Marks

**Section A**

*Answer at least eight questions.*

*Each question carries 3 marks.*

*All questions can be attended.*

*Overall Ceiling 24.*

1. Camera Obscura.
2. Aperture.
3. SLR.
4. Colour temperature.
5. RAW.
6. Leading lines.
7. View finder.
8. Key Light.
9. Deep depth of field.
10. Tripod and Monopod.
11. Photojournalism.
12. Fisheye Lenses.

(8 × 3 = 24 marks)

**Section B**

*Answer at least five questions.*

*Each question carries 5 marks.*

*All questions can be attended.*

*Overall Ceiling 25.*

13. Explain Rule of thirds with a pictorial presentation.
14. Write a note on the legal and ethical aspects of Digital Photography.
15. What are the differences between framing and composition ?
16. Explain the role of Photography in communication and journalism.

**Turn over**

17. Explain the three pillars of photography.
18. What are the functions of lighting ?
19. Write a note on any five types of photography.

(5 × 5 = 25 marks)

### Section C

*Answer any one question.  
The question carries 11 marks.*

20. Being a photojournalist, explain your ethical and moral responsibility to the society.
21. Explain the structure of DSLR with a pictorial presentation.

(1 × 11 = 11 marks)

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**THIRD SEMESTER (CBCSS–UG) DEGREE EXAMINATION  
NOVEMBER 2021****B.A. Multimedia****BMM 3B 04—COMPUTER GRAPHICS****(2019—2020 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 15****Maximum : 15 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 15.
2. The candidate should check that the question paper supplied to him/her contains all the 15 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
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## BMM 3B 04—COMPUTER GRAPHICS

(Multiple Choice Questions for SDE Candidates)

1. How do you set the text color in Photoshop ?
  - (A) Select the Text Tool and use the background color tool to set the color.
  - (B) Select the Text tool and use the color box icon in the Options bar to set the text.
  - (C) Use the color gradient tool to define the text.
  - (D) You can only use black text in Photoshop.
2. The shortcut for zooming in is ?
  - (A) Ctrl + (Plus).
  - (B) Ctrl + (Minus).
  - (C) Ctrl + Z.
  - (D) None of these.
3. To resize a graphic in a layer, select the tool, then checkmark \_\_\_\_\_ To see selection handles.
  - (A) Marquee, resize.
  - (B) Move, show bounding box.
  - (C) Move, resize.
  - (D) Marquee, show bounding box.
4. The \_\_\_\_\_ tool allows you to copy one area of the layers to another area of the layer.
  - (A) Clone stamp.
  - (B) Magic wand.
  - (C) Marquee.
  - (D) Gradient.
5. In Photoshop, \_\_\_\_\_ tool is used to darken pixel in an image.
  - (A) Patch.
  - (B) Blur.
  - (C) Burn.
  - (D) Dodge.
6. \_\_\_\_\_ is used for selecting and deselecting objects.
  - (A) Bezier Tool.
  - (B) Free hand tool.
  - (C) Shape tool.
  - (D) Pick tool.

7. Which three advanced settings are in the New Document Dialogue in Illustrator ?
- (A) Artboards, Color Mode, Preview Mode.
  - (B) Color Mode, Raster Effects, Preview Mode.
  - (C) Raster Effects, Screen Mode, Color Mode.
  - (D) None of these.
8. All graphic elements to be printed should be saved using this color mode.
- (A) RGB.
  - (B) Yellow.
  - (C) CMYK.
  - (D) Magnetic Lasso.
9. Which of the following isn't a type of Illustrator brush ?
- (A) Scatter.
  - (B) Calligraphic.
  - (C) Pattern.
  - (D) Airbrush.
10. Out of the following which is not a graphic file format ?
- (A) GIF.
  - (B) JPEG.
  - (C) PNG.
  - (D) CDR.
11. The tool used to highlight an object in Illustrator is :
- (A) Flare.
  - (B) Polar grid.
  - (C) Polygon.
  - (D) None of these.
12. Three-dimensional :
- (A) Height, width, and depth.
  - (B) Height, and width.
  - (C) Height, and depth.
  - (D) None of the above.
13. Adobe Photoshop CC Stands for :
- (A) Creative Cloud.
  - (B) Craft Cloud.
  - (C) None of the above.

14. \_\_\_\_\_ adjusts the width of the space between two characters in a line of text in Photoshop?

(A) Leading.

(B) Kerning.

(C) Tracking.

(D) Cloning.

15. In Photoshop \_\_\_\_\_ tool is used to make straight edge selection.

(A) Magnetic lasso.

(B) Clone.

(C) Wand.

(D) Polygonal lasso.

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**THIRD SEMESTER (CBCSS-UG) DEGREE EXAMINATION  
NOVEMBER 2021**

B.A. Multimedia

BMM 3B 04—COMPUTER GRAPHICS

(2019—2020 Admissions)

Time : Two Hours

Maximum : 60 Marks

**Section A**

*Answer atleast eight questions.*

*Each question carries 3 marks.*

*All questions can be attended.*

*Overall ceiling 24.*

1. Graphic design.
2. Signage.
3. Adobe illustrator.
4. Type tools.
5. Vector graphics.
6. Rule of thirds.
7. Silk coated paper.
8. Typeface.
9. UI designer.
10. Bill boards.
11. Clone stamp.
12. Book size.

(8 × 3 = 24 marks)

**Section B**

*Answer atleast five questions.*

*Each question carries 5 marks.*

*All questions can be attended.*

*Overall ceiling 25.*

13. Explain the basic qualities of a graphic designer.
14. Differentiate between primary colors and secondary colors.
15. How do you measure the success of your designs ?

**Turn over**

16. What is Color correcting ?
17. What are the types of graphics ?
18. Explain various newspaper sizes.
19. Define digital image and its uses.

(5 × 5 = 25 marks)

### Section C

*Answer any one question.*

*The question carries 11 marks.*

20. What are colour schemes ? Elaborate on any three combination schemes.
21. Critically analyze any award winning image of your favorite photographer where creative composition is effectively used.

(1 × 11 = 11 marks)

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**THIRD SEMESTER (CBCSS-UG) DEGREE EXAMINATION, NOVEMBER 2021****B.A. Multimedia****BMM 3B 03—MEDIA PUBLISHING****(2019–2020 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 15****Maximum : 15 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 15.
2. The candidate should check that the question paper supplied to him/her contains all the 15 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## BMM 3B 03—MEDIA PUBLISHING

(Multiple Choice Questions for SDE Candidates)

1. What is the extension of Adobe Indesign ?
  - (A) .PSD.
  - (B) .AEP.
  - (C) .INDD.
  - (D) .CDR.
2. Page layout software :
  - (A) After Effects.
  - (B) Adobe Indesign.
  - (C) MS Excel.
  - (D) Nuendo.
3. DPI stands for :
  - (A) Resolution measurement.
  - (B) Resolution physical size.
  - (C) None of the above.
4. Button Tool is used for :
  - (A) Create buttons.
  - (B) Create shapes.
  - (C) Create slices.
  - (D) None of the above.
5. In Indesign Alt + Ctrl + M stands for :
  - (A) Outer Glow.
  - (B) Drop Shadow.
  - (C) Align Center.
  - (D) None of the above.
6. The vertical space between lines of types is called :
  - (A) Leading.
  - (B) Kerning.
  - (C) Spacing.
  - (D) None of the above.
7. \_\_\_\_\_ consist of two or more simple paths that interact with or intercept each other.
  - (A) Simple Paths.
  - (B) Compound Paths.
  - (C) Compound Shapes.
  - (D) None of the above.



8. The size of the printed material in its finished stage :
- (A) Gutter. (B) Margin.  
(C) Trim Size.
9. Adjustment of horizontal space between two written characters :
- (A) Aligning. (B) Kerning.  
(C) Leading.
10. Image manipulation :
- (A) Image Exchange. (B) Image Editing.  
(C) Image Exporting. (D) None of the above.
11. Colour separation :
- (A) Pre press. (B) Press.  
(C) Post press. (D) None of the above.
12. In typography, the assembly of typographic elements, such as words and paragraphs, into pages ready for printing :
- (A) Body. (B) Article.  
(C) Composition.
13. One sheet of paper in a publication :
- (A) Legal. (B) Fold.  
(C) Leaf.
14. Text that's indented around a photo or artwork ; also called a run around or skew :
- (A) Wraparound. (B) Bold.  
(C) Italic.
15. Shows a difference between the elements of art :
- (A) Texture. (B) Color.  
(C) Contrast.

**THIRD SEMESTER (CBCSS-UG) DEGREE EXAMINATION, NOVEMBER 2021****B.A. Multimedia****BMM 3B 03—MEDIA PUBLISHING****(2019–2020 Admissions)****Time : Two Hours****Maximum : 60 Marks****Section A***Answer at least **eight** questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

1. Relief printing.
2. Type.
3. Negative space.
4. Motion graphic design.
5. Visual design.
6. Microsoft Publisher.
7. Bit Mapped fonts.
8. Data merger.
9. Page make up.
10. Dummy sheets.
11. Solid Ink Printers.
12. Belt Dryer.

**(8 × 3 = 24 marks)****Section B***Answer at least **five** questions.**Each question carries 5 marks.**All questions can be attended.**Overall Ceiling 25.*

13. What are the four elements of layout ?
14. Differentiate between Serif and sans Serif fonts.
15. What are 5 types of printmaking ?

**Turn over**

16. Explain the modern lithographic process.
17. Make a note on Grid.
18. What are the basic lines used in newspaper makeup ?
19. What is Prepress proofing ?

(5 × 5 = 25 marks)

### Section C

*Answer any one question.*

*The question carries 11 marks.*

20. Write an essay on perspective as a design fundamental.
21. Front page is the face of a newspaper. Elaborate on the principles of front page designing of a daily newspaper.

(1 × 11 = 11 marks)

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**THIRD SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2021**

B.A. Multimedia

BMM 3B 05—DIGITAL PHOTOGRAPHY

(2017—2018 Admissions)

Time : Three Hours

Maximum : 60 Marks

**Section A (One word)**

*Answer all questions.*

*Each question carries 1 mark.*

1. Wet collodion process was invented in \_\_\_\_\_.
  - a) 1899.
  - b) 1851.
  - c) 1877.
  - d) 1890.
2. Kodak Camera was invented by \_\_\_\_\_.
  - a) Lumierre Brothers.
  - b) Edison.
  - c) George Eastman.
  - d) None of the above.
3. The area in front and behind the subject is called as :
  - a) Depth of Field.
  - b) Focus.
  - c) Exposure.
  - d) Shutter speed.
4. SLR Stands for :
  - a) Semi Lens Reflector.
  - b) Single Lens Reflex.
  - c) Standard Lens Remote.
  - d) Single Line Receiver.
5. Fill-in-Light means :
  - a) Back ground light.
  - b) Additional light to soften.
  - c) Natural light.
  - d) None of the above.

**Turn over**

6. 'Chiaroscuro' means :
- a) Warped negative film.
  - b) A light and shade effect.
  - c) A lens aberration.
  - d) None of these.
7. Example for an image editor software :
- a) Page Maker.
  - b) AutoCAD.
  - c) Photoshop.
  - d) MS Word.
8. Which colour mode is used for digital Image ?
- a) CMYK.
  - b) HLS.
  - c) RGB.
  - d) Pantone.
9. Rule of thirds is a concept related to \_\_\_\_\_.
- a) Composition.
  - b) Trimming.
  - c) Lighting.
  - d) Tracking.
10. Daylight colour film is balanced for light at :
- a) 3200 K.
  - b) 3400 K.
  - c) 5400 K.
  - d) 3000 K.

(10 × 1 = 10 marks)

**Section B (Short Answer)**

*Answer any **six** questions.*

*Each question carries 2 marks.*

- 11. Portrait Photography.
- 12. White Balance.
- 13. ISO.
- 14. Aperture Control.
- 15. Rule of Thirds.
- 16. Depth of Field.
- 17. Composition.
- 18. 3 Point Lighting.

(6 × 2 = 12 marks)

**Section C (Paragraph)**

*Answer any **three** questions.  
Each question carries 6 marks.*

19. Differentiate Analogue and Digital Photography.
20. Different types of Camera file formats.
21. Parts of camera.
22. Image editing techniques.
23. Lighting sources.

(3 × 6 = 18 marks)

**Section D (Essay)**

*Answer any **two** questions.  
Each question carries 10 marks.*

24. Discuss in detail the different rules of composition.
25. Make an essay on different file storage devices and file formats used in digital photography.
26. Write an essay on the impact of digital technology in the photography industry.

(2 × 10 = 20 marks)

**THIRD SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2021****B.A. Multimedia****BMM 3B 04—COMPUTER GRAPHICS****(2017—2018 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 15****Maximum : 15 Marks****INSTRUCTIONS TO THE CANDIDATE**

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## BMM 3B 04—COMPUTER GRAPHICS

(Multiple Choice Questions for SDE Candidates)

1. "Layers" in Photoshop are :
  - (A) Filters that have been applied to the image.
  - (B) Images stacked on top of each other.
  - (C) Color components (such as CMYK).
  - (D) Previous versions of an image.
2. To undo the last change made to your graphic design, the \_\_\_\_\_ key is used.
  - (A) Ctrl + D.
  - (B) Shift + Z.
  - (C) Ctrl + Z.
  - (D) Shift + D.
3. \_\_\_\_\_ is a raster graphics editor (with significant vector graphics functionality).
  - (A) Adobe Photoshop.
  - (B) Adobe Flash.
  - (C) Adobe Illustrator.
  - (D) Adobe Dreamweaver.
4. The amount of space between lines of type is called \_\_\_\_\_.
  - (A) Leading.
  - (B) Kerning.
  - (C) Tracking.
  - (D) Cloning.
5. In Photoshop, \_\_\_\_\_ tool is used to make straight edge selection.
  - (A) Magnetic lasso.
  - (B) Clone.
  - (C) Wand.
  - (D) Polygonal lasso.
6. Duplicate option is under \_\_\_\_\_ menu in Photoshop.
  - (A) Layer.
  - (B) Image.
  - (C) View.
  - (D) Edit.
7. An art brush can be made from which of the following in Illustrator ?
  - (A) A gradient mesh.
  - (B) A mask.
  - (C) A compound path.
  - (D) Wood and some boar's hair bristles.



8. PDF Stands for :
- (A) Printable Document Format. (B) Portable Document Format.  
(C) Portable Document Frame. (D) Publishable Document Format.
9. Pick the hexadecimal web-safe colour code for Red :
- (A) #FEF. (B) #00F.  
(C) #F00. (D) #EEO.
10. Three-dimensional :
- (A) Height, width, and depth. (B) Height, and width.  
(C) Height, and depth. (D) None of the above.
11. In Photoshop Ctrl + M is used for :
- (A) Saturation. (B) Curves.  
(C) Hue. (D) Export.
12. Adobe Photoshop CC Stands for :
- (A) Creative Cloud. (B) Craft Cloud.  
(C) None of the above.
13. The \_\_\_\_\_ filter is used for adding, or reducing noise and grain in photographs.
- (A) Blur. (B) Noise.  
(C) Render. (D) Sharpen.
14. \_\_\_\_\_ is the process of generating an image from a model by means of computer programs.
- (A) Cloning. (B) Rendering.  
(C) Filtering. (D) None of these.
15. What does the Eyedropper tool do ?
- (A) Paints a single dot of color at the cursor.  
(B) Selects the color at the cursor.  
(C) Creates a histogram of the area around the cursor.  
(D) Fades the colors of an area centered on the cursor.

**THIRD SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2021**

B.A. Multimedia

BMM 3B 04—COMPUTER GRAPHICS

(2017—2018 Admissions)

Time : Three Hours

Maximum : 60 Marks

**Section A (One Word)**

*Answer all questions.  
Each question carries 1 mark.*

1. What does the Eyedropper tool do ?
  - a) Paints a single dot of color at the cursor.
  - b) Selects the color at the cursor.
  - c) Creates a histogram of the area around the cursor.
  - d) Fades the colors of an area centered on the cursor.
2. Which among the following is the file extension of photoshop ?
  - a) .pdf.
  - b) .pmd.
  - c) .psd.
  - d) None of the above.
3. Which file format should you use to display photographs and other continuous-tone images on the Web ?
  - a) GIF.
  - b) TIFF.
  - c) PDF.
  - d) JPEG.
4. \_\_\_\_\_ is an international community who develop Web standards.
  - a) MIT.
  - b) DARPA.
  - c) WWW.
  - d) None of the above.
5. \_\_\_\_\_ is a unit of measurement for paper products.
  - a) LMS.
  - b) GSM.
  - c) GPI.
  - d) None of the above.

**Turn over**

6. \_\_\_\_\_ is a method of document binding which secures loose leaf papers down the middle with staples.
- a) Saddle stitch.
  - b) Comb.
  - c) Case.
  - d) None of the above.
7. UI Design stands for :
- a) Unique Identity Design.
  - b) Union Interleave Design.
  - c) User Interface Design.
  - d) None of the above.
8. What does resolution-dependent mean ?
- a) We can change the photo size with no loss of quality.
  - b) We lose quality from the picture when we change its size.
  - c) We can change the photo size only once before saving.
  - d) None of these.
9. The \_\_\_\_\_ darkens parts of an image.
- a) Dodge.
  - b) Burn.
  - c) Smudge.
  - d) Sponge.
10. To delete a series of steps that have been used in a graphic design, you would need to use the \_\_\_\_\_ palette.
- a) Layer.
  - b) Action.
  - c) History.
  - d) Path.

(10 × 1 = 10 marks)

**Section B (Short Answers)**

*Answer any six questions.  
Each answer carries 2 marks.*

- 11. Graphic Design.
- 12. Vector Graphics.
- 13. Visual Weight.
- 14. Logo.
- 15. Page Layout.

16. Paths and Shapes.
17. Types of folds.
18. Resolution.
19. CMYK Colour Mode.
20. TIFF.
21. Image correction.
22. Dodge and burn tools in Photoshop.

(6 × 2 = 12 marks)

### Section C (Paragraphs)

*Answer any **three** questions.  
Each question carries 6 marks.*

23. Graphic design softwares.
24. 2D and 3D graphics.
25. Different types of stationary designs.
26. Impact of design in brand identity.
27. Write a note on tools in Adobe illustrator.
28. Image correction and enhancement tools in Adobe Photoshop.
29. Qualities of a good graphic designer.
30. Different types of filters in photoshop.

(3 × 6 = 18 marks)

### Section D (Essays)

*Answer any **two** questions.  
Each question carries 10 marks.*

31. Discuss in detail about the applications of graphic design.
32. Trace the history of Graphic Design.
33. Explain the features and applications of Adobe Illustrator.

(2 × 10 = 20 marks)

**THIRD SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION  
NOVEMBER 2021**

B.A. Multimedia

BMM 3B 03—MEDIA PUBLISHING

(2017—2018 Admissions)

(Multiple Choice Questions for SDE Candidates)

**Time : 15 Minutes**

**Total No. of Questions : 15**

**Maximum : 15 Marks**

**INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 15.
2. The candidate should check that the question paper supplied to him/her contains all the 15 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## BMM 3B 03—MEDIA PUBLISHING

(Multiple Choice Questions for SDE Candidates)

1. Master pages :

- (A) Cover page. (B) For setting common elements.  
(C) Chapter page. (D) None of the above.

2. DPI stands for :

- (A) Resolution measurement. (B) Resolution physical size.  
(C) None of the above.

3. Increase the font size in Indesign :

- (A) Ctrl - Shift - >. (B) Ctrl -Shift- <.  
(C) Ctrl-Alt->. (D) Ctrl-Alt- <.

4. In Indesign Alt + Ctrl + M stands for :

- (A) Outer Glow. (B) Drop Shadow.  
(C) Align center. (D) None of the above.

5. Each spread's pasteboard provides space to accommodate objects that :

- (A) Bleed. (B) Spreads.  
(C) Align. (D) None of the above.

6. \_\_\_\_\_ is a collection of documents that can share styles, swatches, master pages, and other items.

- (A) A book file. (B) A template.  
(C) Document. (D) None of the above.

7. The beginning and end of each segment are marked by \_\_\_\_\_.

- (A) Path. (B) Segments.  
(C) Anchor Points. (D) End Points.

8. The main text of work not including the headlines.
- (A) Leading. (B) Banner.  
(C) Body.
9. Test sheet made to reveal errors or flaws, predict results on press and record how a printing job is intended to appear when finished.
- (A) Spoilage. (B) Layout.  
(C) Proof.
10. A special label for any regularly appearing section, page or story; also called a standing head.
- (A) Header. (B) Byline.  
(C) Gutter.
11. Formal statement of newspaper's name, officers, place of publication and other descriptive information, usually on the editorial page.
- (A) Dateline. (B) Masthead.  
(C) Teaser.
12. Secondary colors :
- (A) Red, Yellow, Blue. (B) Orange, Green, Violet.  
(C) Blue, Green, Red.
13. Contrast :
- (A) Balancing Pixels. (B) Dealing with Colour.  
(C) Scaling Files. (D) Masking.
14. Luminance :
- (A) Resolution Measurement. (B) Physical Measurement.  
(C) Photometric Measure. (D) None of the Above.
15. The unit of measurement for paper weight :
- (A) None of these. (B) GSM(grams per square meter).  
(C) KSM. (D) None of the above.

**THIRD SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2021**

B.A. Multimedia

BMM 3B 03—MEDIA PUBLISHING

(2017—2018 Admissions)

Time : Three Hours

Maximum : 60 Marks

**Section A (One Word)**

*Answer all questions.  
Each question carries 1 mark.*

1. \_\_\_\_\_ developed European printing technology in 1440.
  - a) Herman Gundert.
  - b) Johann Gutenberg.
  - c) Johann Heynlin.
  - d) Stephen Day.
2. Master pages are meant for :
  - a) Cover Page.
  - b) For setting common elements.
  - c) Chapter page.
  - d) None of the above.
3. The general term covering copying and duplicating is :
  - a) Reprographics.
  - b) Lithography.
  - c) Thermograph.
  - d) Gravure.
4. Tiff Stands for :
  - a) Tiled Image Format.
  - b) Tagged Image File Format.
  - c) Typical Information Format.
  - d) Title Interchange Format.
5. An acrobat document can be recognized by the filename extension :
  - a) ppt.
  - b) psd.
  - c) doc.
  - d) pdf.
6. The main text of a document as distinct from titles and headings :
  - a) Bullet.
  - b) Slug.
  - c) Blurb.
  - d) Body copy.
7. An example for a page-layout software :
  - a) PowerPoint.
  - b) AutoCAD.
  - c) Page Maker.
  - d) Acrobat.

**Turn over**



8. A collection of similar fonts designed to be used together :
- a) Font Family.
  - b) Font Face.
  - c) Font Curve.
  - d) Font Contrast.
9. The small decorative stroke appearing at the ends of the main strokes that define a letter is :
- a) Glyph.
  - b) Serif.
  - c) Sans-serif.
  - d) Pi Character.
10. Adobe in Design is a :
- a) Spread Sheet.
  - b) Accounting Package.
  - c) Page Design Software.
  - d) Video Editor.

(10 × 1 = 10 marks)

### Section B (Short Answers)

*Answer any **six** questions.  
Each question carries 2 marks.*

- 11. Relief Printing.
- 12. Post-Script Fonts.
- 13. Text formatting techniques.
- 14. DPI.
- 15. Letter Press.
- 16. Page Layout.
- 17. Primary Colours.
- 18. Digital Pre-press.

(6 × 2 = 12 marks)

### Section C (Paragraphs)

*Answer any **three** questions.  
Each question carries 6 marks.*

- 19. Differentiate Intaglio printing and Screen printing.
- 20. Different types of text alignment with examples.
- 21. Typography.
- 22. Secondary and Tertiary colours.
- 23. Offset Printing.

(3 × 6 = 18 marks)

**Section D (Essays)**

*Answer any two questions.  
Each question carries 10 marks.*

24. Discuss in detail the different types of Printing techniques.
25. Make an essay on different file formats used in digital printing.
26. Write an essay on the impact of digital technology in the printing industry.

(2 × 10 = 20 marks)

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