

Reg. No.:



W6852

Name:

University of Kerala

Third Semester FYUGP Degree Examination, November 2025

Discipline Specific Core Course

JOURNALISM

UK3DSCJMC200 - Audio-Visual Communication & Photography

Academic Level: 200-299

2024 Admission

Time: 2 Hours(120 Mins)

Max. Marks: 56

Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each, Answer all questions

Qn No.	Question	CL	CO
1	Summarise the definition of colour grading	RE	3
2	Who is Nicephore Niepce?	RE	2
3	Explain what is a shot ?	UN	2
4	Define frame in visual media	UN	1
5	Define ISO	UN	3
6	Define hashtag	UN	2

Part B.10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Explain how depth of field helps isolate a subject in a photograph.	UN	2
8	How does white balance affect the mood of a photograph?	UN	3
9	Differentiate between tripod and monopod with suitable uses.	AP	2
10	Classify the different types of AV medium that you see in your daily life ?	AP	4
11	Predict the difference between 180-degree, 30-degree	AP	4

Part C.16 Marks.Time:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options * within each question

Qn No.	Question	CL	CO
12	A) Infer the impact of photography in modern journalism OR B) Compare and contrast the features of audio and audio visual communication	AP	3, 1
13	A) Illustrate the purpose and outcome of Video Editing OR B) . How to use the 30-degree rule to a two-person dialogue scene.	AP	4, 2
14	A) Explain sound mixing and editing process OR B) Explain various types of cameras	AN	2, 3
15	A) Describe the scope and limitations of audio medium OR B) Explain the process of online editing along with some examples and its benefits	AN	1, 4

Part D.24 Marks.Time: 60 Minutes.(Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each.Answer all 4 questions choosing among options * within each question

Qn No.	Question	CL	CO
16	A) Analyse the importance of rules of visual communication in composition ? OR B) Compare the use of analog and digital audio in terms of quality, scope, and limitations.	AN	4, 1
17	A) 'Proper lighting is the core of good photographs'- comment your thoughts	EV	2, 3

Qn No.	Question	CL	CO
	OR B) “Photography is the art of capturing light” - Justify this statement.		
18	A) Discuss the role of cinema in shaping public opinion OR B) Evaluate the steps in audio recording and editing	EV	1, 4
19	A) Create an AV script for promoting tourism in Kerala ? OR B) Develop a script for an Instagram reel for a startup company of your choice.	CR	4, 4