

**FIRST SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2020**

B.M.M.C

BMM 1C 01—INTRODUCTION TO COMPUTER

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

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

1. A device that communicates the results of data processed by the computer and converts the digital information into a form that humans can easily read and understood is called \_\_\_\_\_.
2. Which is not a pointing device ?
  - (a) Mouse.
  - (b) Joystick,
  - (c) Light pen.
  - (d) Digitizer.
3. MMS stands for \_\_\_\_\_.
4. Which of the following is the world's first cellular system to specify digital modulation and network level architecture ?
5. What is HDMI ?
6. \_\_\_\_\_ function in Excel tells how many numeric entries are there.
7. Write the two page orientation in MS word.
8. The spelling tool is placed on \_\_\_\_\_ toolbar.
  - (a) Standard.
  - (b) Formatting.
  - (c) Drawing.
  - (d) Reviewing.

9. Excel displays the current cell address in \_\_\_\_\_.
10. Which is not a ZigBee network topology ?
- (a) Ring. (b) Mesh.  
(c) Tree. (d) None of these.

(10 × 1 = 10 marks)

### Part B

Answer any **ten** questions.

Each question carries 2 marks.

11. Write a short note on LAN.
12. Write a note on non-impact printer with example.
13. Explain difference between Save and Save As option in MS Word.
14. Define CDMA.
15. What is a spreadsheet ?
16. What is the difference between splitting panes and freezing panes in Excel ?
17. Explain date and time functions in Excel.
18. What is function wizard ?
19. Define Hyperlink.
20. What do you understand by Excel functions ?
21. What is the different components CPU ?
22. What is VLOOKUP in Excel ?

(10 × 2 = 20 marks)

**Part C**

Answer any **five** questions.

Each question carries 6 marks.

23. How you can insert an online picture in your word document in word ?
24. Write a note on working of search engines.
25. Write down four advantages and disadvantages of email.
26. Explain ZigBee wireless technology.
27. Explain sort and filter features in excel.
28. How to create cross referencing in word ?
29. Write down difference between work book and work sheet.
30. Write a note on Wireless USB.

(5 × 6 = 30 marks)

**Part D**

Answer any **two** questions.

Each question carries 10 marks.

31. What is cross platform? Explain issues and solutions of cross platform.
32. Explain Storage devices in detail.
33. Define Internet. Write scope of internet in detail.

(2 × 10 = 20 marks)

**D 12541-A**

(Pages : 4)

Name.....

Reg. No.....

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

**BMMC**

**BMM 1C 02—MEDIA LAWS AND ETHICS**

(2016 Admissions)

(Multiple Choice Questions for SDE Candidates)

**Time : 15 Minutes**

**Total No. of Questions : 20**

**Maximum : 20 Marks**

**INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 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 1C 02—MEDIA LAWS AND ETHICS

(Multiple Choice Questions for SDE Candidates)

1. Right to Information Act Came in to force in \_\_\_\_\_.  
(A) 12<sup>th</sup> October 2005. (B) 22<sup>nd</sup> October 2005.  
(C) 12<sup>th</sup> Jun 2006. (D) 22<sup>nd</sup> October 2006.
2. Under RTI Act, Information means :  
(A) Documents. (B) Advices.  
(C) Contracts. (D) All of these.
3. Supreme court of India came into being in \_\_\_\_\_.  
(A) 28<sup>th</sup> Jan 1950. (B) 26<sup>th</sup> Jan 1950.  
(C) 28<sup>th</sup> Feb 1950. (D) 26<sup>th</sup> Feb 1950.
4. The Press and Registration of Books Act enacted in the year \_\_\_\_\_.  
(A) 1857. (B) 1867.  
(C) 1877. (D) 1897.
5. Press Council Act was enacted in the year \_\_\_\_\_.  
(A) 1965. (B) 1978.  
(C) 1968. (D) 1969.
6. The law for working journalists and other employees has been passed in the year \_\_\_\_\_.  
(A) 1953. (B) 1954.  
(C) 1955. (D) 1957.
7. Which one from the following is the threat for the journalism ?  
(A) Accuracy. (B) Bias.  
(C) All of these. (D) None of these.

8. A wilful disobedience of a court order or a wilful interference with the administration of Justice is \_\_\_\_\_.
- (A) Contempt of court. (B) Conflict of laws.  
(C) Compensatory damages. (D) None of these.
9. Indecent Representation Of Women (Prohibition) Act was enacted in the year :
- (A) 1986. (B) 1987.  
(C) 1977. (D) 1978.
10. Law concerned with non criminal matters :
- (A) Civil Law. (B) Media Law.  
(C) Public Law. (D) None of these.
11. \_\_\_\_\_ refers to a party that is allowed to provide information to a court even though the party is not directly involved in the case at hand.
- (A) Amicus curiae. (B) Interim order.  
(C) Attorney General. (D) Advocate General.
12. Official Secrets Act was enacted in \_\_\_\_\_.
- (A) 1923. (B) 1953.  
(C) 1933. (D) 1963.
13. \_\_\_\_\_ is an unauthorized use, typically of a patent or copyright.
- (A) Infringement. (B) Invasion of privacy  
(C) Slander. (D) Libel.
14. Jurisprudence means :
- (A) The topical area of the science of Law and societal order.  
(B) A legal scholar.  
(C) Judicial system.  
(D) None of these.

15. Defamatory (false and injurious) written statements or materials, including movies or photographs is called :
- (A) Libel. (B) Slander.  
(C) Lien. (D) None of these.
16. Contempt of Court was enacted for the first time in the year \_\_\_\_\_.
- (A) 1952. (B) 1962.  
(C) 1972. (D) 1982.
17. TRIPS stands for :
- (A) Trade Related Aspects of Intellectual Property Rights.  
(B) Trade Related Acts of intellectual Property Rights.  
(C) Trade Relations Act of Intellectual Property Rights.  
(D) Trade Relations Aspect of Intellectual Property Rights.
18. The High Court of Kerala is headquartered at :
- (A) Thiruvananthapuram. (B) Ernakulam.  
(C) Kottayam. (D) None of these.
19. At present films are certified under \_\_\_\_\_ categories.
- (A) 4. (B) 3.  
(C) 5. (D) 6.
20. The freedom of expression is guaranteed under \_\_\_\_\_ of Indian Constitution.
- (A) Article 19 (1)(a). (B) Article 19 (2).  
(C) Article 19 (1)(b). (D) None of these.

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

**BMMC**

**BMM 1C 02—MEDIA LAWS AND ETHICS**

(2016 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part A**

*Answer all questions.*

*Each question carries 1 mark.*

1. Absolute privilege.
2. Affidavit.
3. Defamation.
4. Conflicts of interests.
5. Crass commercialism.
6. Sting journalism.
7. Cyber terrorism.
8. Criminal contempt.
9. Indigent.
10. World press freedom index.

(10 × 1 = 10 marks)

**Part B**

*Answer any ten questions.*

*Each question carries 2 marks.*

11. Official secrets Act.
12. Whistleblowing.
13. Press Council of India.
14. Embedded journalism.



15. Trial by media.
16. E-governance.
17. Identity theft.
18. Film Certification Appellate Tribunal.
19. Drugs and Magic Remedies Act.
20. Media propaganda.
21. Right to freedom.
22. Media conglomeration.

(10 × 2 = 20 marks)

### Part C

*Write short essays on any of the five questions.*

*Each question carries 6 marks.*

23. Explain how films get certification in India.
24. Describe the features of 'IT Act, 2000'.
25. Discuss the procedure to file RTI.
26. Explain the fact 'directive principles are not enforceable in nature'.
27. Discuss about the time period for copyright under different sectors.
28. Describe the various types of intellectual property rights.
29. Review the functions of 'wage board'.
30. Examine the organisational structure of the Supreme Court of India.

(5 × 6 = 30 marks)

### Part D

*Answer two questions.*

*Each question carries 10 marks.*

31. Discuss the penalties associated with computer related offences in India.
32. Make a critique on the statement, 'Judicial interpretation is a key determinant of the strength of press freedom'.
33. Discuss the statement, 'film censorship becomes necessary because a film motivates thought and action'.

(2 × 10 = 20 marks)

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

B.M.M.C.

BMM 1B 01—INTRODUCTION TO COMMUNICATION

(2016 Admissions)

(Multiple Choice Questions for SDE Candidates)

**Time : 15 Minutes**

**Total No. of Questions : 20**

**Maximum : 20 Marks**

**INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 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 1B 01—INTRODUCTION TO COMMUNICATION

(Multiple Choice Questions for SDE Candidates)

- Dyadic communication is the transfer of messages from a person :
  - To another person and vice versa.
  - To a group of persons.
  - To a mass audience.
  - None of these.
- Sadharanikaran is a equivalent to the original concept of :
  - Commonality.
  - Communism.
  - Communion.
  - Communication.
- The Indian Institute of Mass Communication was established in \_\_\_\_\_.
  - 1955.
  - 1964.
  - 1965.
  - 1946.
- The right to information has been declared a fundamental right by UN in :
  - May 1997.
  - April 1998.
  - May 1998.
  - April 1997.
- Rhetoric is made up of \_\_\_\_\_ elements.
  - One.
  - Two.
  - Three.
  - Four.
- The mathematical model of communication was put forwarded by :
  - Shannon and Weaver.
  - Osgood and Schramm.
  - Lasswell.
  - Aristotle.
- The primary function of interpersonal communication is :
  - Reasoning.
  - Relationship building.
  - To inform.
  - To provide relaxation.

8. Which Model refers to Gatekeeper concept ?
- (A) Theodore Newcomb's. (B) Shannon and Weaver's.  
(C) Bruce Westleys ad Mc Leans. (D) George Gerbner.
9. Speaker-Speech-Audience are the elements of whose model of communication ?
- (A) Claude Shannon. (B) Aristotle.  
(C) Harold Lasswell. (D) Wilbur Schramm.
10. "The Media do not do things to people rather people do things with media" relate with :
- (A) The Cultural Theory. (B) Uses and gratification theory.  
(C) Symbolic interaction theory. (D) Cultivation Theory.
11. The writing style developed by Sumerians is :
- (A) Pictography. (B) Cuneiform.  
(C) Hieroglyph. (D) Script.
12. The development of printing technology was in :
- (A) 15<sup>th</sup> century. (B) 16<sup>th</sup> century.  
(C) 17<sup>th</sup> century.. (D) 18<sup>th</sup> century..
13. The term proxemics was introduced by :
- (A) Ray Birdwhistell. (B) Edward T. Hall.  
(C) Jeph Luft. (D) Harrington Ingham.
14. The oldest existing newspaper in India.
- (A) The Times of India. (B) The Hindu.  
(C) The Bombay Samachar. (D) Hindustan Samachar.
15. The Grand Old Man of Indian Journalism.
- (A) Kuldip Nayar. (B) Thusharkanthi Gosh.  
(C) Chalapathi Rao. (D) M. J. Akbar.



FIRST SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2021

B.M.M.C.

BMM 1B 01—INTRODUCTION TO COMMUNICATION

(2016 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part A**

*Answer all questions.*

*Each in one or two words or in a sentence.*

*Each question carries 1 mark.*

1. What do you mean by penny press ?
2. The ability to access, analyze, evaluate, and communicate media messages is known as...
3. Johann Gutenberg invents printing press in the year \_\_\_\_\_.
4. Who are gatekeepers in communication ?
5. \_\_\_\_\_ is people's tendency to expose themselves to or attend to media messages they feel are in accord with their already-held attitudes.
6. What do you mean by priming effects ?
7. Define the term digital divide
8. Recognise the personality 'Rupert Murdoch'.
9. Define media bias.
10. Give an example for an online news portal in India.

(10 × 1 = 10 marks)

**Part B**

*Answer any ten of the following, each in 1-3 sentences.*

*Each question carries 2 marks.*

11. Yellow journalism.
12. Traditional media.
13. Sahridhaya bhava.

**Turn over**

14. Monopoly.
15. The fifth estate.
16. Haptics.
17. Phatic stage.
18. Global village.
19. Semantic barrier.
20. Media vehicles.
21. Social media.
22. Feedback.

(10 × 2 = 20 marks)

### Part C

*Answer any five of the following, each in a paragraph.  
Each question carries 6 marks.*

23. What are the features of community media ?
24. Explain rhetoric communication.
25. Discuss the helical model of communication.
26. Discuss uses and gratification theory.
27. Distinguish between kinesics and proxemics in communication.
28. Distinguish between formal and informal communication.
29. Discuss the reinforce function of mass communication.
30. Describe the role of body language in communication.

(5 × 6 = 30 marks)

### Part D

*Write essays on any two of the following.  
Each question carries 10 marks.*

31. Describe the relevance of cultivation theory in the context of growing TV networks.
32. Describe the process of communication and its evolution.
33. List your ideas to build a socially responsible young generation with the help of media vehicles.

(2 × 10 = 20 marks)