

QP Code : U24A051

Reg. No : .....

Name : .....

**ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20**

**I SEMESTER B.A./B.Sc/B.Com/BSW (FYUGP) DEGREE EXAMINATION,  
November 2024**

**JOU1MN102 : Introduction to Electronic Media  
2024 Admission Onwards  
(Credits: 4)**

Time : 2 Hours

Maximum Marks : 70

**Section A**

*[Answer all. Each question carries 3 Marks] (Ceiling: 24 Marks)*

1. Define the term "Communication" in your own words. [BTL2]
2. List and briefly describe the three main elements of the Communication Process. [BTL1]
3. Identify and briefly describe any three types of Communication. [BTL1]
4. List the main functions of Communication in social settings . [BTL2]
5. Explain the different types of Electronic Media. [BTL1]
6. Define the term Broadcast Media. [BTL4]
7. Give three examples for Digital Content? [BTL2]
8. Identify three Camera Movements. [BTL1]
9. List and briefly explain any three key strategies for content distribution and promotion on Social Media. [BTL3]
10. Analyse the purpose of Video Editing Software and name one popular tool used for Video Editing. [BTL4]

**Section B**

*[Answer all. Each question carries 6 Marks] (Ceiling: 36 Marks)*

11. Explain how the Electronic Media has transformed Communication, compared to Traditional Media. [BTL4]
12. Identify different types of Digital Media Platforms and their respective functions. [BTL1]
13. List the benefits of Audiobooks in modern times? [BTL1]
14. Analyze how the combination of Audio and Visual elements in films enhance the storytelling experience. [BTL4]
- 15 How do Streaming and Podcasting differ in content delivery? [BTL3]

**Turn Over**

16. How has Television viewership changed with Streaming Services? [BTL3]
17. Analyze the shift in media consumption from Traditional to Digital Platforms. [BTL4]
18. Evaluate the main benefits of using AI tools in creating media content. [BTL3]

**Section C**

*[Answer any one. Each question carries 10 Marks] (1x10=10 Marks)*

19. Analyse the different types of content found in Electronic Media. [BTL3]
20. Evaluate the impact of Graphic Design Tools on the overall quality of Digital Content in advertising and promotions. [BTL5]

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