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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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| **Course Code** | **21VC2033** | **Duration** | **3hrs** |
| **Course Title** | **MEDIA AGENCIES** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Discuss the role of a sub-editor in a News Paper Organization. | CO1 | U | 10 |
|  | b. | Differentiate between the skill sets of a video blogger and a blog content writer. | CO2 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Describe the workflow in a Television News Organization. | CO3 | U | 10 |
|  | b. | Identify the entry level job in an advertising agency for writing including the qualities and expertise needed. | CO4 | U | 10 |
|  |  |  |  |  |  |
| 3. |  | Explain Solutions Journalism and investigative journalism with the help of a case study. | CO3 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Write about Influencer marketing describing the positive and negative aspects. | CO4 | A | 10 |
|  | b. | Compare between You Tube and Facebook as Social Media Content Creators and Providers. | CO1 | An | 10 |
|  |  |  |  |  |  |
| 5. | a. | Distinguish between 2D and 3D Animation Techniques and their importance in the current media arena. | CO4 | An | 10 |
|  | b. | List the core differences between Augmented Reality and Virtual Reality. | CO5 | R | 10 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Explain the roles and responsibilities in a typical Radio Broadcasting Organization in the present day scenario. | CO3 | A | 20 |
|  |  |  |  |  |  |
| 7. |  | Analyze the top four media industry trends of 2025. | CO5 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Trace the role of a script writer, director, camera person and editor for a short film. | CO6 | A | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Analyze the rise of digital media platforms and how they have transformed the media landscape. Comment on the employment opportunities in the contemporary media environment. | CO6 | An | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

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|  | **COURSE OUTCOMES** |
| CO1 | Gain an insight into varied forms of media organizations |
| CO2 | Explore career opportunities in varied media. |
| CO3 | Able to distinguish between workflow in varied organizations. |
| CO4 | Analyze their aptitudes in the given area |
| CO5 | Gain knowledge of all media agencies. |
| CO6 | Be better equipped to make career choices |

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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| **Course Code** | **23MP2002** | **Duration** | **3hrs** |
| **Course Title** | **VISUALIZATION** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Evaluate the significance of using long-tail keywords in digital marketing. How do they compare to short-tail keywords in terms of search intent? | CO2 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Critically analyze the advantages and disadvantages of sketching techniques in the initial stages of design development. | CO1 | E | 20 |
|  |  |  |  |  |  |
| 3. |  | Define keywords in design and explain their significance in shaping a project's visual direction. | CO5 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Describe how mood boards help in visualizing design concepts. Provide examples of industries where they are widely used. | CO3 | U | 20 |
|  |  |  |  |  |  |
| 5. |  | Critically assess the role of rough sketching in idea generation and problem-solving. What are its advantages over digital sketching? | CO1 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Examine the use of typography and layout in presentation design. How do these elements impact the effectiveness of a slide deck? | CO5 | An | 20 |
|  |  |  |  |  |  |
| 7. |  | Explain how AI-powered design tools are transforming the creative process. Provide examples of commonly used AI design software. | CO6 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Interpret the process of curating images, colors, and visual elements to create a mood board that conveys a specific emotion or theme. | CO3 | A | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Develop a mood board for a product launch campaign, justifying the selection of colors, images, and typography. | CO4 | C | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

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|  | **COURSE OUTCOMES** |
| CO1 | Design visualizations that effectively convey complex insights with clarity and simplicity. |
| CO2 | Evaluate and improve existing visualizations to align with best practices in visualization design. |
| CO3 | Apply color theory principles to create visually appealing visualizations that convey meaning and aid comprehension. |
| CO4 | Import, clean, and prepare data for visualization purposes using relevant software tools. |
| CO5 | Design visualizations with balanced and effective layouts to guide the audience's attention and optimize information absorption. |
| CO6 | Apply appropriate software functionalities and features to customize and enhance visualizations. |

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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| **Course Code** | **23MP2003** | **Duration** | **3hrs** |
| **Course Title** | **CREATIVE WRITING** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Explain the SCAMPER Technique with the help of a case study. | CO1 | A | 10 |
|  | b. | Write a paragraph of 100 words on your most unforgettable moment. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Differentiate between Episodic and Semantic Memory. Cite relevant examples. | CO1 | An | 10 |
|  | b. | Discuss CLUSTER as a brainstorming technique .Use the case study of a brand of T Shirts. | CO1 | U | 10 |
|  |  |  |  |  |  |
| 3. | a. | Recall the importance of secondary research for developing a concept. | CO2 | R | 10 |
|  | b. | Describe the features of Rytr and ChatGPT as AI writing tools. | CO2 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Discuss the ethical concerns of AI related content creation and its impact on critical thinking and creativity. | CO3 | U | 20 |
|  |  |  |  |  |  |
| 5. |  | Create an advertising concept and copy promoting compulsory education among children up to fourteen years of age. | CO4 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Differentiate between Storyboard and Screen Play with a good example. | CO5 | An | 10 |
|  | b. | Write a Treatment of 300 words for a short film on Online Bullying. | CO5 | A | 10 |
|  |  |  |  |  |  |
| 7. | a. | Explain the Three Act Structure, emphasizing Conflict and Resolution. | CO5 | A | 10 |
|  | b. | Analyze the roles of antagonists and protagonists in a feature film. | CO5 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 8 |  | Write a Social Media Campaign for Facebook for a brand of shoes. | CO6 | A | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Analyze the importance of Creative Writing in today’s technology focused existence. | CO6 | An | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

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|  | **COURSE OUTCOMES** |
| CO1 | Gain comprehensive skills in the process of ideating. |
| CO2 | Apply appropriate background research |
| CO3 | Understand ethical implications of AI tools |
| CO4 | Write advertising copy online and offline |
| CO5 | Develop script for television and films |
| CO6 | Work on industry ready projects for appropriate audiences. |

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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| **Course Code** | **23MP2006** | **Duration** | **3hrs** |
| **Course Title** | **PRINCIPLES OF ADVERTISING** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Define 'advertising' and briefly explain its historical evolution. | CO1 | R | 10 |
|  | b. | Explain the difference between 'informative' and 'persuasive' advertising. | CO1 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Give an example of a successful 'outdoor advertising' campaign and explain why it was effective. | CO2 | A | 10 |
|  | b. | Analyze the impact of 'indoor advertising' in retail environments. | CO2 | An | 10 |
|  |  |  |  |  |  |
| 3. | a. | Describe the structure and functions of a typical 'advertising agency'. | CO3 | U | 10 |
|  | b. | Explain the role of 'media planning' in an advertising campaign. | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | List the key departments within an 'advertisement wing ' of a large corporation. | CO4 | R | 10 |
|  | b. | Discuss the importance of a strong 'agency-client relationship' for successful advertising campaigns. | CO4 | E | 10 |
|  |  |  |  |  |  |
| 5. | a. | Explain how 'advertising research' is used to understand consumer behavior. | CO5 | A | 10 |
|  | b. | Discuss the importance of 'advertising research' in developing effective campaigns. | CO5 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | State the marketing P’s relevant to advertising. | CO6 | R | 10 |
|  | b. | Describe the use of 'SEM' in online advertising campaigns. | CO6 | A | 10 |
|  |  |  |  |  |  |
| 7. | a. | Explain the different 'types of advertising' based on their objectives. | CO1 | U | 10 |
|  | b. | Provide an example of how 'advertising' can be used to build brand loyalty. | CO1 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Discuss the effectiveness of different 'advertising media' in reaching target audiences. | CO2 | E | 10 |
|  | b. | Explain the process of 'content creation and curation' for digital platforms. | CO2 | U | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Analyze the factors that influence 'agency-client relationships'. | CO5 | An | 10 |
|  | b. | Discuss the importance of 'advertising research' in developing effective campaigns. | CO5 | E | 10 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

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|  | **COURSE OUTCOMES** |
| CO1 | Learn integrate digital advertising approaches with traditional advertising methods. |
| CO2 | Understand the advertising strategies and apply these concepts in real-world scenarios |
| CO3 | Develop advanced skills in strategic planning for advertising campaigns. |
| CO4 | Analyze target audiences for advertising campaigns. |
| CO5 | Gain a deep understanding of the principles and practices of digital advertising. |
| CO6 | Understand the role of advertising within the broader context of IMC |

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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| **Course Code** | **23MP2009** | **Duration** | **3hrs** |
| **Course Title** | **DIGITAL VIDEO PRODUCTION TECHNIQUES** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Classify and explain the types of lenses used in a video camera with their uses. | CO1 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Define and analyze the functions of the following video camera components, explaining their significance and applications:  A. Genlock  B. Gain  C. Iris  D. White Balance | CO2 | R | 20 |
|  |  |  |  |  |  |
| 3. |  | Assess the significance of special cameras such as action cameras, underwater cameras, and aerial cameras in digital video production. | CO3 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Illustrate the applications of different types of camera movements in video production. | CO4 | A | 20 |
|  |  |  |  |  |  |
| 5. |  | Analyze a film of your choice and analyze its Mise-en-Scène elements, such as setting, lighting, costume, and composition, to show how they contribute to the narrative. | CO4 | An | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Discuss how filmmakers manipulate time and space in cinema to enhance storytelling. Provide examples of techniques like slow motion, fast motion, and parallel editing. | CO5 | U | 20 |
|  |  |  |  |  |  |
| 7. |  | Explain the importance of scene requirements such as setting, characters, dialogue, blocking, and lighting in creating a compelling visual narrative. | CO5 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Estimate the impact of virtual video production on cost, efficiency, and creativity in the entertainment industry. | CO6 | E | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Analyze the applications of various types of video cameras. Provide suitable examples to illustrate their uses. | CO6 | An | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

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|  | **COURSE OUTCOMES** |
| CO1 | Understand the concept of applying cinematography in their production techniques. |
| CO2 | Learn the basic elements of video production. |
| CO3 | Generate creative ideas to produce video with aesthetics and semiotic understanding. |
| CO4 | Reconstruct the productions based on the industry standards. |
| CO5 | Experiment latest techniques in digital video production. |
| CO6 | Assess the elements of digital video production. |

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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| **Course Code** | **23MP2013** | **Duration** | **3hrs** |
| **Course Title** | **AUDIO PRODUCTION TECHNIQUES** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | List and describe different types of microphones and their primary applications. | CO1 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Assess the types of cables and connectors in maintaining sound integrity in a professional audio setup. | CO1 | E | 20 |
|  |  |  |  |  |  |
| 3. |  | Compare and contrast the acoustic properties of various materials such as foam, fiberglass, and wood in sound treatment. | CO6 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Define acoustics and explain its importance in sound recording and reproduction. | CO4 | R | 20 |
|  |  |  |  |  |  |
| 5. |  | Evaluate the advantages and disadvantages of digital recording and authoring over analog methods. | CO5 | AN | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Define sound calibration and explain its importance in audio systems. | CO2 | R | 20 |
|  |  |  |  |  |  |
| 7. |  | Explain how to integrate virtual instruments into a digital audio workstation (DAW) to create a full music production. | CO3 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Assess the capability of Digital Audio Workstation (DAW) to compose, edit, and produce music. Provide examples of popular DAWs. | CO5 | E | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Evaluate the advantages and limitations of using AI tools in comparison to traditional manual mixing techniques. | CO6 | E | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

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|  | **COURSE OUTCOMES** |
| CO1 | Gain a solid understanding of the fundamental principles of sound and acoustics |
| CO2 | Understand the audio signal flow principles and routing |
| CO3 | Explore their creativity and develop their unique artistic voice through audio production projects. |
| CO4 | BeProficient in using various audio equipment and recording software. |
| CO5 | Create audio production projects. |
| CO6 | Analyse the various elements in audio technologies and productions |

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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| **Course Code** | **23MP2024** | **Duration** | **3hrs** |
| **Course Title** | **STORAGE AND DATABASE** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. |  | Explain the various types of storage technologies available today with their use cases. | CO1 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Design an optimal resolution strategy for a professional photography studio that requires high-quality images for both digital and print media. Justify your choices with technical reasoning. | CO2 | C | 20 |
|  |  |  |  |  |  |
| 3. |  | Define data organization and explain its significance in optimized storage and access. | CO3 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Analyze the advantages and limitations of different video file formats - MP4, AVI, MKV, and MOV. | CO3 | An | 20 |
|  |  |  |  |  |  |
| 5. |  | Summarize the key differences between data compression, deduplication, and tiered storage with appropriate examples. | CO4 | U | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Analyze the importance of CDN caching strategies on streaming performance and user experience. | CO5 | An | 20 |
|  |  |  |  |  |  |
| 7. |  | Illustrate how a media production company can implement metadata standards to improve content categorization and retrieval. | CO5 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Evaluate the various big data analytics techniques used by media companies to understand audience behavior and content consumption patterns. | CO6 | E | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Compare and contrast cloud storage and traditional storage solutions based on cost, security, and performance. | CO6 | An | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

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|  | **COURSE OUTCOMES** |
| CO1 | Gain Knowledge on various storage technologies. |
| CO2 | Design and implement database solutions tailored to the unique requirements of media contents. |
| CO3 | Analyze the performance and scalability of media storage systems and apply optimization techniques. |
| CO4 | Develop mechanisms for efficient content retrieval and distribution. |
| CO5 | Gain expertise in managing media assets within database systems. |
| CO6 | Experiment with advanced technologies and emerging trends in media storage and database systems. |

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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| **Course Code** | **23MP2027** | **Duration** | **3hrs** |
| **Course Title** | **UI/UX DESIGN** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Compare and contrast user-centered design (UCD) and Lean UX methodologies. | CO1 | An | 10 |
|  | b. | Evaluate the importance of color accessibility in digital design for users with color blindness. | CO5 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Develop a wireframe for an e-learning platform and explain how your design meets user needs. | CO3 | C | 10 |
|  | b. | Examine how motion and movement in visual design can enhance storytelling in digital media. | CO6 | R | 10 |
|  |  |  |  |  |  |
| 3. |  | Explain the Two-Step Flow Theory and design a strategy to influence public opinion through social media influencers. | CO4 | A | 20 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Administer an analysis of A/B testing in user research and its effectiveness in UX design decision-making. | CO4 | A | 10 |
|  | b. | Evaluate how Stuart Hall’s Audience Reading Theory influences media producers when creating content for different social groups. | CO5 | An | 10 |
|  |  |  |  |  |  |
| 5. | a. | Apply Design Principles to improve a website’s UI and justify your choices. | CO1 | A | 10 |
|  | b. | Judge the role of prototyping in UX design and its impact on the final product. | CO3 | E | 10 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Create a visual user flow for a food delivery app, considering user needs, interactions, and possible alternative paths. | CO3 | C | 20 |
|  |  |  |  |  |  |
| 7. |  | Evaluate the importance of typography in digital media and create a typography guide for a news website. | CO6 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Design a complete UI wireframe for a mobile banking app, incorporating usability, accessibility, and interaction flow principles. | CO3 | C | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Assess the role of user-centered design in building successful digital products, using real-world case studies. | CO1 | E | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

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|  | **COURSE OUTCOMES** |
| CO1 | Develop user-centered designs that prioritize the needs, preferences, and behaviors of target users, resulting in interfaces. |
| CO2 | Gain proficiency in industry-standard UI design tools such as Sketch, Figma, Adobe XD, or other relevant software |
| CO3 | Demonstrate the ability to create wireframes and prototypes to visualize and test interface designs. |
| CO4 | Plan and conduct user research activities |
| CO5 | Aware of ethical considerations in UI/UX design. |
| CO6 | Create high quality professional documents and artifacts related to the design process. |

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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| **Course Code** | **23MP2028** | **Duration** | **3hrs** |
| **Course Title** | **WEB DESIGN AND DEVELOPMENT** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Describe the importance of Cross-Browser Compatibility in web development. | CO2 | U | 10 |
|  | b. | Explain three major challenges of Cross-Browser Compatibility | CO2 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. |  | Explain the difference between White Hat, Black Hat, and Gray Hat SEO techniques. | CO6 | U | 20 |
|  |  |  |  |  |  |
| 3. | a. | Summarize the role of Web Standards and why they were established. | CO6 | U | 10 |
|  | b. | Analyze the advantages and disadvantages of Client-Server Architecture in modern network systems. | CO1 | An | 10 |
|  |  | **(OR)** |  |  |  |
| 4. |  | Design a Browser Compatibility Testing Strategy for an e-commerce website. | CO2 | C | 20 |
|  |  |  |  |  |  |
| 5. |  | Evaluate the role of the HTTP protocol in web communication, including its advantages and limitations. | CO1 | E | 20 |
|  |  | **(OR)** |  |  |  |
| 6. |  | Assess the impact of HTML5 and CSS3 on modern web standards and user experience. | CO1 | E | 20 |
|  |  |  |  |  |  |
| 7. |  | Design an HTML form that collects a user's name, email, phone number, and message, with a submit button. | CO4 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 8. |  | Define inline, internal, and external CSS by providing examples. | CO5 | R | 20 |
| **COMPULSORY QUESTION** | | | | | |
| 9. |  | Create an HTML table that displays a product catalog with columns for Product Name, Price, and Availability | CO3 | C | 20 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

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|  | **COURSE OUTCOMES** |
| CO1 | Gain proficiency in HTML, CSS, JavaScript, and other relevant web technologies. |
| CO2 | Develop the ability to create websites that respond effectively to various screen sizes and devices, ensuring a seamless user experience across platforms. |
| CO3 | Integrate various media types, including images, videos, and audio, into web projects effectively |
| CO4 | Gain proficiency in version control systems like Git and learn collaborative development workflows for web projects. |
| CO5 | Understand legal and ethical considerations in web design and development |
| CO6 | Explore the various techniques for creating accessible and user-friendly websites. |

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**END SEMESTER EXAMINATION – MAY / JUNE 2025**

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| **Course Code** | **24MP2001** | **Duration** | **3hrs** |
| **Course Title** | **PYTHON FOR MEDIA** | **Max. Marks** | **100** |

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| **Q. No.** | **Questions** | | **CO** | **BL** | **M** |
| **PART – A (4 X 20 = 80 MARKS)**  **(Answer all the Questions)** | | | | | |
| 1. | a. | Examine what is Python and why is it considered a versatile language for media applications. | CO1 | R | 10 |
|  | b. | Explain the basic syntax rules of Python. Give an example of a single-line and multi-line comment. | CO1 | U | 10 |
|  |  | **(OR)** |  |  |  |
| 2. | a. | Explain the difference between integer, float, and string data types in Python. Give an example of each. | CO2 | U | 10 |
|  | b. | Write a Python program that takes a string representing a file name (e.g., "video.mp4") and prints the file extension. | CO2 | A | 10 |
|  |  |  |  |  |  |
| 3. | a. | Explain the difference between arithmetic operators and comparison operators in Python. Provide examples. | CO3 | U | 10 |
|  | b. | Choose a Python list containing names of video editing software. Write a program to print the third element of the list. | CO3 | A | 10 |
|  |  | **(OR)** |  |  |  |
| 4. | a. | Explain how sets and dictionaries are used to store data in Python. Give an example of each. | CO4 | U | 10 |
|  | b. | Write a Python program that uses a ‘for’ loop to iterate through a dictionary containing video file names and their corresponding resolutions. Print each file name and resolution. | CO4 | C | 10 |
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| 5. |  | Examine the purpose of the function in Python? Give an example. | CO5 | R | 20 |
|  |  | **(OR)** |  |  |  |
| 6. | a. | Write a Python program to take two numbers as input and print their sum. | CO1 | C | 10 |
|  | b. | Analyze the advantages and disadvantages of using a dictionary compared to a list in Python for media-related data. | CO4 | An | 10 |
|  |  |  |  |  |  |
| 7. |  | Write a Python program that declares two variables, one for storing a video title and another for its duration in seconds. | CO6 | C | 20 |
|  |  | **(OR)** |  |  |  |
| 8. | a. | Explain the difference between arithmetic operators and comparison operators in Python. Provide examples. | CO1 | U | 10 |
|  | b. | Name and briefly describe three common list methods in Python. | CO2 | R | 10 |
| **COMPULSORY QUESTION** | | | | | |
| 9. | a. | Compare and contrast if, elif, and else statements in Python. | CO6 | An | 10 |
|  | b. | Explain the importance of indentation in Python syntax. Provide an example. | CO6 | U | 10 |

**CO** – COURSE OUTCOME **BL** – BLOOM’S LEVEL **M** – MARKS ALLOTTED

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|  | **COURSE OUTCOMES** |
| CO1 | Demonstrate a solid understanding of fundamental Python programming concepts |
| CO2 | Be proficient in using Python libraries and tools for multimedia processing, including image manipulation, audio processing, and video editing. |
| CO3 | Apply Python programming techniques to perform various tasks |
| CO4 | Be proficient in using Python libraries for audio processing. |
| CO5 | Use Python libraries for video processing tasks such as video capture, editing, transcoding, and analysis. |
| CO6 | Be proficient in using Python libraries for Animation and Effects |