

BMM Internal questions for Semester III ATKT students

Introduction to Media Studies

Roll No. 2004

1. Write a note about OTT Platforms like Hotstar and Netflix
2. Consumption of Advertising art by youth
3. Media & Diaspora
4. Foucault theory of power and authority
5. Marshall Mac luhan theory

Introduction to Creative Writing

Roll No. 2004

1. Foreshadowing
2. Ghost writing
3. Epic
4. Thriller
5. Comic relief

Understanding Cinema

Roll No. 2101

1. Director
2. Continuity
3. Storyboard
4. Nouvelle vague
5. Subjective camera

Introduction to Public Relations

Roll No. 2004

1. PR v/S Sales Promotion
2. Impression management techniques
3. Opinion leaders in PR communication
4. Investors' relations in PR
5. Media pitch

Roll No. 2018

1. Define Public Relations in detail.
2. Does PR influence Public opinion? Why?
3. What is crisis communication?
4. Functions of PR.

5. Explain Corporate identity?

Introduction to Cultural Studies

Roll No. 2004

1. Functionalism
2. Urbanism
3. Representation
4. Oral traditions
5. Architecture

Advanced Computers

Roll No. 2004

1. What is blog? Explain in detail
2. What is content marketing?
3. What is Adobe Flash?
4. What is CSS?
5. How will companies built online presence?

Roll No. 2018

1. Design Email signup form in HTML
2. Explain in detail image tag
3. Explain in detail hyper link
4. Define webpage
5. Explain 3d animation