K26FY0746 Pages: 1 Reg No:.....
Name:.....

# Fourth Semester FYUGP Degree (Reg) Examination April 2026

## KU4SECJMC217 - VLOGGING

2024 Admission onwards

Time : 1.5 hours Maximum Marks : 50

### Section A

**Answer any 6 questions. Each carry 2 marks.**

1. What does ASMR stand for?
2. List two purposes of business vlogs.
3. What is hard light?
4. Name any one video editing software.
5. How do speed and tone help communication?
6. What are meant by long-tail keywords?
7. What role does ”Algorithm” play in content creation?
8. Define Influencer Marketing.

قل ربّ زدني علما
SIR SYED COLLEGE
CENTRAL LIBRARY

### Section B

**Answer any 4 questions. Each carry 6 marks.**

9. Show how you will present a common topic in a new way
10. Prepare a storytelling pattern for an educational video
11. Show how you will check facts before publishing a video
12. Explain the three main parts of a Vlog (Video, Audio, and Story).
13. How does an influencer impact social trends?
14. How has social media impacted the speed of news?

### Section C

**Answer any 1 questions. Each carry 14 marks.**

15. Discuss the importance of art and culture vlogs in promoting heritage.
16. Discuss in detail the role of keywords and trending topics as technical skills in vlogging. Explain how they help in channel growth and audience reach.