

C-6207

Sub. Code

83313

B.Sc. DEGREE EXAMINATION, APRIL 2022

First Semester

Photography

INTRODUCTION TO VISUAL COMMUNICATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the forms of visual communication?
2. What do you mean by communication process?
3. What is communication model?
4. Define SMCR model.
5. Show an example of semiotics.
6. What are the type of noise in communication?
7. Why is sensory perception important?
8. How does virtual reality work?
9. State the importance of global media.
10. What is mass media?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the importance of visual communication.

Or

- (b) Write note on symbols of communication process.

12. (a) Outline the limitations of two step flow theory.

Or

- (b) Write note on Dance's helical model.

13. (a) Explain colour theory.

Or

- (b) Explain visual illusion with suitable example.

14. (a) Differentiate between connotation and denotation.

Or

- (b) Write note on source of concept.

15. (a) Outline the role of digital media in mass communication.

Or

- (b) Summarize the functions of mass communication.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Summarize the barriers of communication with suitable example.

Or

- (b) Explain how to construct a communication model.

17. (a) Write detailed note on traditional and print media with their types.

Or

- (b) With a suitable example explain gratification theory.

18. (a) Outline the impact of global media on developing countries.

Or

- (b) Explain the following

(i) Digital media

(ii) Print media

C-6209

Sub. Code

83323

B.Sc. DEGREE EXAMINATION, APRIL 2022

Second Semester

Photography

STUDIO LIGHTING I (PRODUCT)

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is a strobe?
2. What are shadows?
3. What is Mise-en-Scene? Explain in short.
4. What is a histogram?
5. What is composition?
6. What is a tear sheet?
7. What is a product layout?
8. Explain E-Commerce.
9. What does hue do?
10. What is luminance?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Mention and explain the principles of light.

Or

- (b) Explain the Midtones and the importance of it.

12. (a) Why is the theme important in still life photography?

Or

- (b) What is the rule of thirds? Explain its importance.

13. (a) What is natural light? Explain its significance.

Or

- (b) Write a brief note on cookbook, also discuss its layouts.

14. (a) Write a note on the properties often used in food photography.

Or

- (b) Write a brief note on photography in E-Commerce.

15. (a) Explain in brief about retouching.

Or

- (b) Explain about brightness and contrast in photoshop.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail the functionality of strobe lights.

Or

- (b) Explain in detail the various elements in still life photography.

17. (a) Explain in detail about product photography, its importance, need, properties used and the role it plays in commercial advertising.

Or

- (b) Explain in detail with examples, the importance of photography in packaging and advertising.
18. (a) What are the different types of commercial photography? Explain in detail and write on their significance.

Or

- (b) Write a detailed note on product retouching with examples in Photoshop.
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C-6210

Sub. Code

83324

B.Sc. DEGREE EXAMINATION, APRIL 2022

Second Semester

Photography

**STUDIO LIGHTING II
(PORTRAITURE AND FASHION)**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write the definition of commercial photography.
2. What are the elements of advertising photography?
3. What is environmental portrait photography?
4. What is the difference between high contrast and low contrast lighting and their importance in portrait photography?
5. What is a flair?
6. What is the role of hair stylist?
7. Who is an art director and what is their contribution to a fashion photography process?
8. What is fashion photography?

9. What is the role of spot healing brush tool?
10. When to use Hue/saturation tool in E-commerce photography?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) What are the specific purposes commercial photography is used? Elaborate in detail.

Or

- (b) What is Ecommerce photography? Describe its role in the industry and how is it different from advertising photography.

12. (a) Describe Head shots and environmental portraits? Elaborate the lighting techniques used in both the types.

Or

- (b) Describe the role traditional paintings in today's portrait photography industry.

13. (a) What are face shapes? What are the different types of face shapes?

Or

- (b) What is the retouching process of a beauty shot?

14. (a) Describe in detail about the different mediums and industry fashion photographs are used.

Or

- (b) What are the different types of fashion photography? Elaborate in detail.

15. (a) Explain the editing process of landscape photography and what are the tools used.

Or

- (b) What is the difference between photo manipulation and photo editing?

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What is advertisement photography? Elaborate the entire process of creating an advertising photography campaign in detail.

Or

- (b) What is portrait photography? What are the types, key features and lighting used in portrait photography?

17. (a) What are the main elements of beauty photography execution that makes or breaks it? Elaborate in detail.

Or

- (b) What are the common mistakes done while executing a beauty photography project and how to avoid it? Elaborate in detail.

18. (a) What are the composition techniques used in fashion photography?

Or

- (b) Describe the entire process of image compositing.

C-6214

Sub. Code

83342

B.Sc. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Photography

ADVANCED LIGHTING I FOR PHOTOGRAPHY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is headshot?
2. Infer about the Aperture in studio space.
3. Summarize on the role of Umbrella in photography.
4. Write a note on Grids.
5. What do you mean by V-Flats?
6. Tell about the role of UV powder in lighting.
7. Pen down about Light controls.
8. Tell about the Modeling gels.
9. Write about the grading effects.
10. Write a note on effect of backdrops in photography.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain about the depth of field for group shots.

Or

- (b) Discuss on the phrase “Setting up white seamless” in Photography studios.

12. (a) Discuss about the Snoots and Gels.

Or

- (b) Outline the various prospects in understanding direction and distance.

13. (a) Give a keynote on Dramatic Portrait lighting.

Or

- (b) Give a short note on Seven light setup.

14. (a) Summarize on the 7 Foot Silver Umbrella.

Or

- (b) Discuss about the backdrops used in lighting photography.

15. (a) Briefly write about the sitting casual portrait.

Or

- (b) Write short notes on lighting effects on Vintage items.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate in detail about the Technical information of Shutter, ISO and aperture in Studio space.

Or

- (b) Briefly write on various Modifiers used in Photography.

17. (a) Explain in detail about the Black lights and UV powder effects in Lighting during Photography.

Or

- (b) Briefly illustrate the various tools of light in shooting during photography.

18. (a) Discuss in detail about the effects of White and Steel door Backdrops in photography studio.

Or

- (b) Detail on Application of lights in Photography.
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C-6215

Sub. Code

83343

B.Sc. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Photography

ADVANCED LIGHTING II FOR PHOTOGRAPHY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Athletic intensity?
2. Infer about the fashion shoot.
3. Summarize on the term Compositing.
4. Write a note on catch light.
5. What do you mean by texture in photography?
6. Tell about the strobes in shooting.
7. Pen down about additive lights.
8. Tell about the head shots.
9. Write about the library view in lighting.
10. Write a note on catalog settings.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain about the edgy three light setup.

Or

- (b) Discuss on the composite fashion shoot.

12. (a) Discuss about the retouching in software.

Or

- (b) Outline the various prospects in lighting approaches.

13. (a) Give a keynote on posing for commercials.

Or

- (b) Give a short note on gels used in shooting.

14. (a) Summarize on the production workflow.

Or

- (b) Discuss about the light arrangements and ventilation in photoshoot.

15. (a) Briefly write about the Metadata Presets.

Or

- (b) Write short notes on Flagging Photos.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate in detail about the High fashion with cross light and athletic intensity capture styles.

Or

- (b) Briefly write on various lighting approaches in Photographic lighting.

17. (a) Discuss in detail about the effects of Lightroom's modules.

Or

- (b) Briefly illustrate the various types of headshots during photography.

18. (a) Explain in detail about the texture and cloth influences in commercial lighting shoots for photography.

Or

- (b) Detail on Application and Catalog settings in Photography Lightroom.
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C-6147

Sub. Code

**83251/82851/83051/
83351/82951**

B.Sc. DEGREE EXAMINATION, APRIL 2022.

Fifth Semester

**Common for B.Sc. (Animation/Game Art and
Design/Graphic Design/Photography/Visual Effect)**

BUSINESS OF MEDIA

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Public sector
2. Franchises
3. Product
4. Budgeting
5. Suppliers
6. Community
7. Micro economics
8. Marketing
9. Distributor
10. Entrepreneur

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Mention the key differences of private sector and public sector.

Or

- (b) Write shortly on Co-operatives.

12. (a) What are the key terms of organizational structure?

Or

- (b) Write about the activities of Organization.

13. (a) What is the difference between Owners and stakeholders?

Or

- (b) Explain the role of Managers and employees.

14. (a) What do you mean by marketing research? Explain.

Or

- (b) What is marketing mix? Explain.

15. (a) Explain the forms of Business structure.

Or

- (b) What a public relations personnel should do to maintain healthy media relations?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Illustrate the types of business organization.

Or

- (b) Describe the Influences of Government on Production and broad casting.

17. (a) Elucidate the importance of marketing.

Or

- (b) Explain in detail on Marketing and marketing strategies.

18. (a) Elaborate the theories of entrepreneurship.

Or

- (b) What are the types of distribution channels? Explain.
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C-6148

Sub. Code

**83252/82852/83052/
83352/82952**

**Common for B.Sc. (Animation/Game Art and
Design/Graphic Design/Photography/Visual Effects)
DEGREE EXAMINATION, APRIL 2022.**

Fifth Semester

PORTFOLIO AND PRESENTATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Aggressive Portfolio
2. Display Portfolio
3. Tagline
4. Continuous performance evaluation
5. Fonts
6. Book cover design
7. Multimedia Manger
8. Psychographics
9. Optimal Portfolio
10. Forecast in portfolio enhancement

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write about any particular career based portfolio designs.

Or

- (b) Explain the visual hierarchy in a portfolio design

12. (a) How do you create a digital art portfolio?

Or

- (b) How to your illustrations and original artworks in portfolio?

13. (a) “One main idea per slide”– Explain this concept with project presentation.

Or

- (b) Write about the importance of images in educational presentation.

14. (a) What is the purpose of maintaining a blog?

Or

- (b) Define Social media advertising.

15. (a) How celebrities manage different digital portfolios in all social media platforms?

Or

- (b) What are the types of portfolio risks exists in digital platforms.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) How will you organize the basic elements of portfolio to create a stunning design For creative field? Explain.

Or

- (b) Write an essay on assessment portfolio and compare its nature in India and other countries.
17. (a) Why Electronic portfolios require a large investment of time and effort? Explain with its stages.

Or

- (b) Explain the front end deliverables and backend process involved in a theatre production Discuss the roles and responsibilities of all crew members
18. (a) Do's and Don'ts in designing a business card for a Creative person. Explain and give a sketch.

Or

- (b) Differentiate the Active and Passive portfolio management with its budget plans.
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C-5664

Sub. Code

**16/17/23/25/
26/27/29**

**Common for All U.G. B.Sc./B.B.A. DEGREE
EXAMINATION, APRIL 2022**

First/Second Semester

ENVIRONMENTAL STUDIES

(2019/2020 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. ZSI.
2. WII.
3. What is renewable energy?
4. Food web.
5. Pyramid of numbers in aquatic ecosystem.
6. Red data book.
7. List out any five Endemic species of India.
8. List out marine pollutants.
9. *Ex Situ* Conservation.
10. Enlist Option Values of Biodiversity.

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Write notes on definition, scope and importance of environmental studies.

Or

- (b) Write notes on soil erosion and desertification.

12. (a) Write notes on energy flow in the ecosystem.

Or

- (b) Write notes on threads to biodiversity.

13. (a) Write notes on Biodiversity at Global, National and Local levels.

Or

- (b) Write notes on various strategies of conservation of Biodiversity.

14. (a) Write notes on ecological pyramids.

Or

- (b) Write notes on air pollution.

15. (a) Write notes on noise pollution.

Or

- (b) Write notes on effects and control measures of nuclear hazards.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write an essay on the multidisciplinary nature of Environmental Studies.

Or

- (b) Write an essay on the following resources with special emphasis to how they are overexploited/utilized which in turn damage the environment, (i) Forest Resources and (ii) Food Resources.

17. (a) Write an essay on “India is a mega-diversity nation”.

Or

- (b) Write an essay on Biodiversity and their values.

18. (a) Write an essay on causes, effects and control measures of (i) Marine Pollution and (ii) Water Pollution.

Or

- (b) Write an essay on concept, structure and function of ecosystem.