

**C-7467**

**Sub. Code**

**83313**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 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. Define visual examination.
2. Mention the importance of visual communication.
3. What does SMCR model of communication means?
4. Mention any two examples of communication model.
5. What is semiotic approach?
6. What is noise in communication process?
7. Show an example of sensory perception.
8. What is the purpose of virtual reality?
9. What is the impact of global media?
10. What is gate keeping theory in mass communication?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write about the chemical properties of any three natural fibres.

Or

- (b) Explain the characteristics of interpersonal communication.

12. (a) Explain about Schramm's circular model.

Or

- (b) Discuss about Gatekeeper theory.

13. (a) Explain paradigmatic and syntagmatic aspects of signs.

Or

- (b) Elaborate on semiotic landscape.

14. (a) Explain the relationship between culture and communication.

Or

- (b) Explain the role of global media in communication.

15. (a) Explain traditional media.

Or

- (b) Classify the types of electronic media.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail types of communication with suitable example.

Or

- (b) Discuss in detail about the levels of communication and process.

17. (a) Explain the problems and challenges of cross-cultural communication.

Or

- (b) Explain the process of design execution and presentation in visual communication.

18. (a) Elaborate the process of developing ideas in semiotics.

Or

- (b) Elaborate the function of mass communication with examples.

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**C-7468**

**Sub. Code**

**83314**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2022**

**First Semester**

**Photography**

**FUNDAMENTALS OF DESIGN AND PHOTOGRAPHY**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define harmony.
2. Define texture.
3. What do you mean by over exposure?
4. Define complementary colours.
5. State the importance of cropping.
6. Define Saturation.
7. State the importance of graphics.
8. Mention any two warm colours.
9. What do mean by grid system?
10. Write the importance of layout.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write notes on balance and repetition.

Or

- (b) Outline the importance of creativity in design.

12. (a) Explain the principles of visual design.

Or

- (b) Demonstrate the fundamentals of light.

13. (a) Explain colour wheel.

Or

- (b) Explain polychromatic colours.

14. (a) Classify typeface and explain.

Or

- (b) Classify typography with examples.

15. (a) Mention the important parts of a page layout design.

Or

- (b) Explain the factors influencing layout.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) With suitable example, explain the types of photography.

Or

- (b) Explain the principles of design with suitable examples.

17. (a) Outline the importance of graphics and explain their types.

Or

- (b) Explain the following :

- (i) Additive models of colour
- (ii) Subtractive models of colour.

18. (a) How to capture readers attention through good design? Explain it with suitable example.

Or

- (b) Elaborate the tips and techniques of typography.
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**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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<b>C-2160</b>
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<b>Sub. Code</b>
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<b>83324</b>
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**B.Sc. DEGREE EXAMINATION, NOVEMBER 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. State the difference between commercial and advertising photography.
2. Write short notes on E-commerce photography.
3. What do you mean by Portrait photography?
4. What do you understand by colour study?
5. What is beauty photography?
6. What do you know about catch eye in photography?
7. Write short notes on fashion photography effects.
8. Define editorial.
9. Write short note on costume designer framing.
10. Who is an Art Director?

**Part B****(5 × 5 = 25)**Answer **all** questions.

11. (a) What are the photoshop techniques used to clean-up an enhance images for final context?

Or

- (b) Explain – principles of photography.

12. (a) Describe the role of Window light in B/W photography and colour photography.

Or

- (b) What are the traditional portrait lighting techniques learned from paintings?

13. (a) Write brief note about the role of makeup artist in beauty photography.

Or

- (b) What are the different types of photoshop techniques used for beauty photograpy retouching?

14. (a) State the difference between beauty photography and fashion photography.

Or

- (b) What is the role of hair stylist and make-up artist in fashion photography?

15. (a) Explain image compositing using photoshop combining expressions.

Or

- (b) Write brief note on architectural photography.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write detailed note on genres involved in commercial photography.

Or

- (b) Write note on : (i) Environmental portraits – posing  
(ii) Environment setting (iii) Colour study.

17. (a) Explain in detail on framing techniques for all types of fashion lighting and effects.

Or

- (b) What is beauty shot lighting? Explain framing techniques for each type of beauty shots lighting.

18. (a) Explain the role of conceptual team in fashion photography

Or

- (b) How to add a subject into a new environment compositing to improve composition by using photoshop?
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**C-7469**

**Sub. Code**

**83332**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2022.**

**Third Semester**

**Photography**

**CONCEPTUAL PHOTOGRAPHY**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is the purpose of conceptual photography?
2. What are the main principles of conceptual photography?
3. How is symbolism used in images?
4. What is a metaphor in art?
5. What are the characteristics of modern photography?
6. Why photography is a contemporary art?
7. What is fine art?
8. What is the difference between art and fine art?
9. Define visualization.
10. What are the steps to generating concepts?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the evolution of conceptual photography.

Or

- (b) What is the role of visualization in photography?

12. (a) Explain anthropomorphism.

Or

- (b) What are photography composition techniques?

13. (a) Write notes on contemporary photography.

Or

- (b) Differentiate Modern photography and contemporary photography.

14. (a) What are the types of commercial photography?

Or

- (b) Explain the qualities of an artist.

15. (a) Write about the different perspectives in art.

Or

- (b) Differentiate conceptual photography and modern photography.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the role of visualization techniques in photography.

Or

- (b) Describe the importance of art in conceptual photography.

17. (a) Write notes on similes.

Or

(b) Write in detail about visual art.

18. (a) Explain fine art photography.

Or

(b) Explain the importance of photography in advertising and marketing.

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**C-7470**

**Sub. Code**

**83333**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2022.**

**Third Semester**

**Photography**

**DOCUMENTARY PHOTOGRAPHY**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is a light meter?
2. Define f-stop.
3. What is an aperture?
4. Expand CCD.
5. What is a Fisheye lens?
6. What is an Incident Light?
7. Define shutter speed.
8. Expand- CMYK.
9. View finder.
10. Candid Photography.



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the ethical and moral responsibilities of a Documentary Photographer?

Or

- (b) Write a note on the mirrorless camera versus DSLR Camera.

12. (a) Mention the purpose of any two special lenses.

Or

- (b) What are the factors that control the depth of field in a lens?

13. (a) Elaborate on the significance of the three point lighting.

Or

- (b) Narrate the different stages of a documentary film production.

14. (a) Discuss the different camera movements.

Or

- (b) Illustrate the role of three point lighting in films.

15. (a) What is the role of the cinematographer in the making of the film?

Or

- (b) List out the different camera angles with illustration.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the various types of lenses and their functions.

Or

- (b) How has the advent of good camera configuration mobile phones changed photojournalism?

17. (a) What do you understand from documentary photography?

Or

- (b) Describe ISO and its usefulness in photography.

18. (a) What are the ethical issues a photographer should take into account in his profession?

Or

- (b) What are the different elements of a pictorial composition?

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**C-7471**

**Sub. Code**

**83334/82934**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2022.**

**Third Semester**

**FUNDAMENTALS OF VIDEOGRAPHY AND  
AUDIOGRAPHY**

**(Common for B.Sc. Photography/Visual effects)**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

**(10 × 2 = 20)**

Answer **all** questions.

1. What is a light meter?
2. Define f-stop.
3. Why white balance setting important?
4. What is ISO?
5. What is a key light?
6. Define shutter speed.
7. What are the different types of conflict?
8. What is a fisheye lens used for?
9. What is a Pixel?
10. Define Telephoto lens.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the sources of a plot?  
Or  
(b) Why is conflict an integral component of a plot?
12. (a) What are the things to keep in mind before critically reviewing a film?  
Or  
(b) Discuss the different film genres.
13. (a) Narrate the different stages of film production.  
Or  
(b) Differentiate between Linear and Non- Linear narrative in cinema.
14. (a) Discuss the different camera movements used in feature films with examples.  
Or  
(b) Illustrate the role of three point lighting in films.
15. (a) What is the role of the cinematographer in the making of the film?  
Or  
(b) Write about the steps in creating soft light.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate the role and responsibilities of each member of the film crew.  
Or  
(b) Discuss the significance of a Documentary Film.

17. (a) Differentiate between synchronous and Non synchronous sound in film.

Or

(b) Does lighting elevate the mood of the film?

18. (a) Why is continuity important in films? How is continuity maintained?

Or

(b) Differentiate between a Feature film and a parallel film with respect to examples.

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**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-7422**

**Sub. Code**

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

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2022**

**Fifth Semester**

**BUSINESS OF MEDIA**

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

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define public sector.
2. Define the term franchise.
3. List some NGO's.
4. How will you identify a successful organization?
5. What is customer satisfaction?
6. List the types of stakeholder.
7. Define Customer.
8. What is Community?
9. What is Entrepreneurship?
10. What is market analysis?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) List out the firms in the private sector.

Or

- (b) Highlight the importance of structure.

12. (a) State the pros and cons of different structures.

Or

- (b) What are the pressures that you incur in business?

13. (a) List out the types of stakeholder.

Or

- (b) How will you satisfy your customers?

14. (a) How will you frame your business objectives and strategy?

Or

- (b) Write short note on human resources.

15. (a) Discuss briefly about market structures.

Or

- (b) What are the characteristics of Stakeholders?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) How will you run an organization effectively?

Or

(b) Write about internal and external stakeholders.

17. (a) Explain Macro and Micro Economics with an example.

Or

(b) State the role of manager in an organization.

18. (a) Elaborate on the Channels of Communication.

Or

(b) Explain the theories of Entrepreneurship.

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**C-7423**

**Sub. Code**

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

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2022**

**Fifth Semester**

**PORTFOLIO AND PRESENTATION**

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

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is Portfolio?
2. List out the importance of Digital Portfolio.
3. What is digital media?
4. Define Blog.
5. What are the requirements of good presentation?
6. Define Web page.
7. Write short note on Instagram.
8. Define tone.
9. List out the merits of Social media.
10. How will you work on your deadlines?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Highlight the importance of Portfolio.

Or

(b) Discuss about the elements of Portfolio.

12. (a) What are the requirements in the development of Portfolio?

Or

(b) Discuss about the effective digital showcase.

13. (a) Summarize the Presentation format and requirements.

Or

(b) Highlight the prospects of film portfolio presentation.

14. (a) How will you create your own blog?

Or

(b) State the importance of social media.

15. (a) Outline the components of a Portfolio.

Or

(b) List out the steps of publishing your Portfolio.



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate on Digital Portfolio.

Or

(b) Discuss about the Portfolio Development Techniques - Do's and Don'ts.

17. (a) Explain the different stages of digital media.

Or

(b) How will you prepare a professional theatre for presentation?

18. (a) Explain the steps in creation of your own web page.

Or

(b) Explain Portfolio budget and Deadline planning.

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**C-7013**

**Sub. Code**

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

**COMMON FOR ALL U.G DEGREE COURSES  
EXAMINATION, NOVEMBER 2022**

**First/Second Semester**

**ENVIRONMENTAL STUDIES**

**(2019/2020 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Nonrenewable resources
2. Ecosystem
3. Food Chain of forest ecosystem.
4. Pandemic Emergencies.
5. Red Data Book
6. Hot spots
7. Climate Change
8. Deforestation
9. Biodiversity
10. Acid Rain

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Differentiate renewable and nonrenewable energy resources.

Or

- (b) Write notes on structure and functions of grassland ecosystem.

12. (a) Write notes on Food Webs of Forest Ecosystem with suitable examples.

Or

- (b) Write notes on Genetic, Species and Ecosystem Diversity.

13. (a) Write short notes on Food resources and its problems associated with them.

Or

- (b) Write notes on land resources and problem associated with them.

14. (a) Write notes on thermal pollution.

Or

- (b) Write notes on energy pyramids with suitable examples.

15. (a) Explore the threats to biodiversity.

Or

- (b) Write note on man-made disaster with special reference to strike.

**Part C**

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Write an essay on multidisciplinary nature of environmental studies and about the need for public awareness on environment.

Or

- (b) Write an essay on Water Resources and problem associated with over-utilization of various water resources.
17. (a) Write an essay on Biogeographical classification of India.

Or

- (b) Write an essay on values of biodiversity.
18. (a) Write an essay on causes, effects and control measures of water pollution.

Or

- (b) Enumerate various strategies in managing disasters caused due to natural calamities.
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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.