B.Sc. DEGREE EXAMINATION, APRIL 2025

First Semester

Photography

INTRODUCTION TO COMMUNICATION

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. Exchange of ideas or thoughts between two or more people is related to ————.

   (a) Photography

   (b) Painting

   (c) Communication

   (d) Sculpture

2. Gestures are example for ———— communication.

   (a) Verbal   (b) Non-Verbal

   (c) Mediated   (d) Intrapersonal

3. In SMCR model of Communication 'S' stands for ———

   (a) Semiotics   (b) Sender

   (c) Sign   (d) Symbol

4. Receiver's response to the sender's message is called
    ——————

    (a) signal   (b) Feedback

    (c) denotation   (d) Noise

5. What are the primary colours with respect to the light.

    (a) RGB   (b) RBY

    (c) CMYK   (d) RYO

6. Creating a plan for the house to be built is related to
    visual —————.

    (a) Culture   (b) Pleasure

    (c) Thinking   (d) Medium

7. The study or science of signs is called —————.

    (a) Phonetics   (b) Politics

    (c) Semiotics   (d) Robotics

8. The literal or primary meaning of a word is called
    —————.

    (a) Connotation

    (b) Denotation

    (c) Annotation

    (d) Confrontation

9. An example for folk media is —————.

    (a) Puppetry   (b) Radio

    (c) Newspaper   (d) Television

10. Which one among the following comes under the New
    media?

    (a) Radio   (b) Newspaper

    (c) Smart Phone   (d) Drama

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Part B $(5 \times 5 = 25)$

Answer **all** the questions choosing either (a) or (b).

11. (a)   Explain the communication process .

Or

(b)   Compare   the   verbal   and   Non-verbal
Communication.

12. (a)   Explain the two step flow theory with a diagram.

Or

(b)   Draw   and   explain   the   SMCR   model   of
communication.

13. (a)   Explain the design process.

Or

(b)   "The more you know the more you see". – Explain

14. (a)   Differentiate the denotation and Connotation with
examples.

Or

(b)   Write the impact of multicultural communication in
the developing countries.

15. (a)   Explain the advantages of Digital Media.

Or

(b)   Illustrate the hypodermic needle theory with a
diagram.

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Part C (5 × 8 = 40)

Answer **all** the questions choosing either (a) or (b).

16. (a) Explain the three stages of Interpersonal communication.

    Or

    (b) Discuss the methods to overcome the barriers of communication.

17. (a) Explain the Pragmantic and Semantic Communication.

    Or

    (b) Illustrate the SMCR model with examples.

18. (a) Discuss the role of illusion in the Entertainment industry.

    Or

    (b) "Seeing = Sensing + selecting + Perceiving" – Explain.

19. (a) Explain the relationship between culture and code in communication.

    Or

    (b) Write the importance of Public opinion, before choosing, and after the election.

20. (a) Discuss the role of Public relation to promote the image of an Institution with examples.

    Or

    (b) Explain the influence of social media among the youth.

—————

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C–4666	Sub. Code
	83315

B.Sc. DEGREE EXAMINATION, APRIL 2025

First Semester

Photography

FUNDAMENTALS OF DESIGN AND PHOTOGRAPHY

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. Which one among the following is NOT related to Principles of design

    (a) Form   (b) Unity

    (c) Rhythm   (d) Balance

2. To create an innovative and attractive design ———— is very important.

    (a) Book

    (b) Format

    (c) Creativity

    (d) Shape

3. DSLR stands for Digital Single ———— Reflex

    (a) Light   (b) Lens

    (c) Layout   (d) lead

4. If the focal length of a lens is ———— mm then it is called as Normal Lens in 35 mm Photography.

(a) 24   (b) 50

(c) 16   (d) 75

5. Which one among the following related to Additive colours?

(a) RBY   (b) CMYK

(c) ROY   (d) RGB

6. While appearing balanced since the colours equally stimulate different parts of the eye are ———— colours

(a) Primary

(b) Analogus

(c) Complementary

(d) cool

7. A collection of characters with a similar design is called as ————

(a) Layout   (b) Font

(c) Script   (d) Pattern

8. Even if you zoom the quality of the image will not pixellate in ———— graphics.

(a) Raster   (b) Vector

(c) Web   (d) 2D

9. To improve the User experience (UX) organize a website page layout graphic designers rely on ————.

(a) Colours   (b) Dot

(c) Grid   (d) Font

C–4666

10. Sets of recommendations on how to apply design principles to provide positive user experience is called as _____.

    (a) Design guidelines (b) Blue book

    (c) Grid   (d) Elements

                    Part B $(5 \times 5 = 25)$

        Answer **all** questions choosing either (a) or (b).

11. (a) Illustrate the line, dot, shape, form with diagrams.

                        Or

    (b) Explain any two Principles of design.

12. (a) Draw and explain the function of a DSLR.

                        Or

    (b) Explain the key Light, Fill Light, Back Light with a diagram.

13. (a) How do you create colour harmony while you achieve user friendly design?
                        Or

    (b) Differentiate Analogous and Complementary Colours in Colour wheel.

14. (a) Explain the type face classification.
                        Or

    (b) Interpret the way to select appropriate font for a design.

15. (a) What are the advantages of unique templates in a design?
                        Or

    (b) Explain the importance of spacing and alignment in a layout.

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Part C   (5 × 8 = 40)

Answer **all** questions choosing either (a) or (b).

16. (a) "For a successful Visual Composition creativity and user interactive design is important" - Explain.

Or

  (b) Explain the Harmony, Balance, Unity with examples.

17. (a) Explain the role of photography in the digital age.

Or

  (b) Draw and explain the focusing system used in cameras.

18. (a) Explain the attributes of colours.

Or

  (b) Differentiate the monochromatic and polychromatic colour schemes.

19. (a) "White space is not your enemy while creating a design" – Discuss.

Or

  (b) "Assembling the images for a pleasant experience of a viewer is an art" – Explain.

20. (a) "Capturing the readers attention is creative" – Explain.

Or

  (b) "Organizing a layout needs Patience" – Discuss.

——————

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C–4666

B.Sc. DEGREE EXAMINATION, APRIL 2025.

Second Semester

Photography

STUDIO LIGHTING I (PRODUCT)

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. Which term describes the bending of light around obstacles or through small openings?

    (a) Reflection   (b) Refraction

    (c) Diffraction   (d) Interference

2. What property of light determines its colour when it interacts with objects?

    (a) Wavelength   (b) Frequency

    (c) Amplitude   (d) Speed

3. Which of the following is a key consideration in still life photography composition?

    (a) Dynamic Movement

    (b) Negative space

    (c) Fast shutter speed

    (d) Wide aperture

4. Which lens is typically preferred for still life photography due to its ability to minimize distortion and capture fine details?

    (a) Wide-angle lens   (b) Telephoto lens

    (c) Macro lens   (d) Fish–eye lens

5. What is the purpose of using a strobe in food photography?

    (a) To create harsh shadows

    (b) To freeze motion

    (c) To soften highlights

    (d) To provide controlled, consistent lighting

6. What is the primary purpose of including tear sheets in a photographer's portfolio?

    (a) To demonstrate photo editing skills

    (b) To showcase published work

    (c) To highlight camera equipment

    (d) To display personal photography

7. What is the purpose of using a reflector in product photography?

    (a) To soften harsh highlights

    (b) To add lens flare

    (c) To fill in shadows and enhance lighting

    (d) To create motion blur

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8.	Which lighting setup is commonly used to create soft, flattering light in beauty and fashion accessories photography?

(a)	Hard lighting	(b)	Soft box lighting

(c)	Spotlighting	(d)	Backlighting

9.	What is the purpose of using the "clipping hollow man" technique in product photography?

(a)	To create a 360–degree view of the product

(b)	To remove the background and focus on the product

(c)	To add a transparent effect

(d)	To enhance shadows and highlights

10.	What is alpha masking primarily used for in image editing?

(a)	Adding lens flares to images

(b)	Removing backgrounds from images

(c)	Enhancing colour saturation

(d)	Applying artistic filters

Part B	$(5 \times 5 = 25)$

Answer **all** questions, choosing either (a) or (b).

11.	(a)	Compare and contrast natural and artificial light sources.

Or

(b)	Discuss the fundamental elements of light and their significance.

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12. (a) Explain how post-processing techniques can be used to adjust subject proxemics in a photograph.

Or

(b) Discuss the relationship between lighting, angles, and composition in still life photography.

13. (a) Critically analyze a food photograph that effectively utilizes a blend of natural window light and strobes.

Or

(b) Compare and contrast minimalistic styling techniques for different platforms such as magazines, cookbooks, and page covers.

14. (a) What elements contribute to its effectiveness in showcasing the product's features and enticing potential customers for a glassware photography?

Or

(b) Discuss the unique challenges and techniques involved in reflective and metal ware photography.

15. (a) Explain the importance of contour and shape correction, neck joining image in photography.

Or

(b) What is smoothing in photography? Explain the tools which can use for smoothing?

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C–4667

Part C (5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Explain how light can be used to evoke emotion and convey gesture in photographic storytelling.

Or

(b) Describe the phenomenon of light reflection, refraction, and diffraction. How do these principles impact everyday experiences and technological applications.

17. (a) Evaluate the role of props and backgrounds in enhancing the narrative or aesthetic appeal of still life photographs.

Or

(b) Explain the concept of camera proxemics, framing, DOF & staging position still life photography.

18. (a) Compare and contrast the use of natural window light versus strobes in food photography.

Or

(b) Analyze tear sheets from magazines or cookbooks that feature minimalist styling which contribute to their effectiveness in communicating the content and attracting the audience's.

19. (a) Explain the process of styling reflective and metalware for photography.

Or

(b) Discuss the unique challenges and techniques involved in photographing beauty and fashion accessories.

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20. (a) Explain the impact of shadow effects and reflections on product photography.

   Or

   (b) Explain the process of masking, alpha masking and recolouring in photography.

———————————

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B.Sc. DEGREE EXAMINATION, APRIL 2025.

Second Semester

Photography

STUDIO LIGHTING II (PORTRAITURE AND FASHION)

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 1 = 10)$

Answer **all** questions.

1. What is the primary goal of commercial photography?

    (a) Artistic expression

    (b) Promoting products or services

    (c) Capturing natural landscapes

    (d) Documenting historical events

2. Which type of background is commonly used in e-commerce product photography to emphasize the product?

    (a) Busy patterns

    (b) Plain white or neutral colours

    (c) Dramatic landscapes

    (d) Abstract art backgrounds

3. In portrait photography, what does DOF stand for?

   (a) Depth of Field

   (b) Direction of Focus

   (c) Degree of Focus

   (d) Density of Frame

4. What is the purpose of a 'headshot' in business portraits?

   (a) showcase the entire body of the subject

   (b) capture facial features and expressions

   (c) highlight the subject's hobbies and interests

   (d) blur the background for artistic effect

5. What role does hair styling play in beauty photography?

   (a) capture facial features and expressions

   (b) adds complexity to composition

   (c) convey a specific look or theme

   (d) background decoration

6. What distinguishes editorial beauty photography from other types?

   (a) It focuses on showcasing fashion accessories

   (b) It emphasizes artistic expression and storytelling

   (c) It primarily uses natural lighting

   (d) It includes only black and white images

C–4668

7. What is the ideal format for delivering high-quality fashion images for print publications or online use?

    (a) TIFF   (b) PNG

    (c) RAW   (d) JPEG

8. What is the primary responsibility of an art director in a creative project?

    (a) Managing the budget

    (b) Writing scripts

    (c) Overseeing the visual style and design

    (d) Directing the actors

9. Which tool in Photoshop is used to select and isolate specific parts of an image?

    (a) Brush Tool

    (b) Selection Tool

    (c) Crop Tool

    (d) Clone Stamp Tool

10. What is the purpose of using Layer Masks in Photoshop?

    (a) To crop and resize images

    (b) To adjust the opacity of layers

    (c) To apply colour adjustments to specific parts of an image

    (d) To selectively hide or reveal parts of a layer

C–4668

Part B $(5 \times 5 = 25)$

Answer **all** questions, choosing either (a) or (b).

11. (a) Compare and contrast over commercial and advertising photography.

Or

(b) Compare and contrast e-commerce photography techniques for different types of products.

12. (a) Discuss the importance of lighting in portrait photography.

Or

(b) Discuss the concept of environmental portraits.

13. (a) Discuss the concept of beauty photography.

Or

(b) Evaluate the role of lighting in beauty photography.

14. (a) Discuss the role of fashion photography in the fashion industry.

Or

(b) Evaluate the impact of lighting technology advancements on contemporary fashion photography.

15. (a) Discuss the role of Photoshop in modem photography.

Or

(b) Discuss the importance of exposure in architectural photography.

4   C–4668

Part C   (5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Discuss the importance of high-quality photography in e-commerce. How does it impact consumer behaviour and purchase decisions?

Or

(b) Discuss the role of photography in modem advertising. How does commercial photography contribute to brand identity and consumer engagement?

17. (a) Compare and contrast environmental portraits versus studio portraits. State advantages and challenges.

Or

(b) Explain the concept of composition in portrait photography. What are the key principles and techniques used to create compelling portraits?

18. (a) Explain the types of beauty photography. How do studio beauty shots differ from editorial beauty photography, and what are their respective purposes?

Or

(b) Compare and contrast beauty photography techniques across cultural and regional contexts.

19. (a) Discuss the role of styling and art direction in fashion photography.

Or

(b) Discuss the importance of lighting in fashion photography. How does lighting enhance the visual appeal and mood of fashion images?

C–4668

20. (a) Discuss the role of long exposures in architectural photography to enhance the visual appeal and mood of architectural images.

Or

(b) Discuss the importance of framing action in sports photography to capturing decisive moments and conveying the intensity of sporting events?

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C–4668

C–4669		Sub. Code
		83333

B.Sc. DEGREE EXAMINATION, APRIL 2025

Third Semester

Photography

CONCEPTUAL PHOTOGRAPHY

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. What is the primary goal of conceptual photography

   (a) Focused on technical excellence

   (b) Conveys ideas or concepts

   (c) Photography using natural light

   (d) Photography of landscapes only

2. When did conceptual photography as a distinct genre begin to emerge?

   (a) 19th century

   (b) Early 20th century

   (c) Mid-20th century

   (d) 21st century

3. What does anthropomorphism refer to?

    (a) Study of human origins

    (b) Attribution of human characteristics to non-human entities

    (c) Study of ancient human societies

    (d) Anthropological study of cultures

4. Which of the following is an example of symbolic photography?

    (a) Portrait of a famous person

    (b) Image of a flower in natural light

    (c) Photo of a broken mirror to represent shattered dreams

    (d) Landscape captured during sunrise

5. Which of the following is a characteristic of contemporary photography?

    (a) Emphasis on traditional techniques

    (b) Exploration of digital manipulation

    (c) Exclusively black and white images

    (d) Focus on historical events

6. Which movement in contemporary photography emphasizes capturing candid and unposed moments?

    (a) Surrealism

    (b) Documentary photography

    (c) Abstract photography

    (d) Pictorialism

C–4669

7. Which of the following is NOT typically considered a form of fine art

    (a) Painting

    (b) Sculpture

    (c) Graphic design

    (d) Pottery

8. What is the primary criterion for classifying something as "fine art"?

    (a) Age and historical significance

    (b) Adherence to traditional techniques

    (c) Subjective aesthetic or intellectual value

    (d) Commercial success

9. What is the primary purpose of creative visualization techniques?

    (a) To escape reality

    (b) To manipulate others

    (c) To achieve personal goals and success

    (d) To induce sleep

10. In conceptual photography, what does the term "visual narrative" refer to?

    (a) Using only black and white colors

    (b) Sequence of images that tell a story or an idea

    (c) Process of adjusting camera settings

    (d) Organize visual elements within the frame

C–4669

Part B (5 × 5 = 25)

Answer **all** questions choosing either (a) or (b)

11. (a) Contrast over the techniques and approaches used in conceptual photography.

    Or

    (b) Define conceptual photography and its characteristics.

12. (a) Discuss the role of symbolism & metaphors in visual art.

    Or

    (b) Discuss how anthropomorphism is used in composition and post-processing techniques in photography.

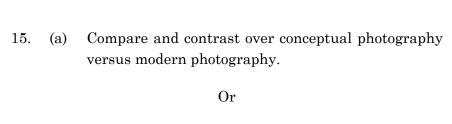13. (a) Discuss the importance of visual art in all types of photography.

    Or

    (b) Discuss the evolution of conceptual photography in the contemporary art world.

14. (a) Compare and contrast the objectives and methods of fine art photography with commercial photography.

    Or

    (b) Examine the role of technology in shaping both fine art and commercial photography practices.

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15. (a) Compare and contrast over conceptual photography versus modern photography.

Or

(b) Discuss the role of conceptual photography in commercial industry.

Part C $(5 \times 8 = 40)$

Answer **all** questions, choosing either (a) or (b)

16. (a) Brief on understanding visual perspective in conceptual photography.

Or

(b) Contrast the evolution of conceptual photography from the 1960s to present day.

17. (a) Examine the role of smiles and anthropomorphism in digital art. How designers use digital tools and techniques to create characters and environments?

Or

(b) Brief the role on composition and post processing techniques in conceptual photography.

18. (a) Explain the concept of conceptual photography in contemporary practice. Provide examples.

Or

(b) Compare the characteristics of modern photography with traditional photographic practices.

5

C–4669

19. (a) Discuss the evolving relationship between fine art and commercial photography in contemporary practice.

Or

(b) Differentiate between the definitions of "art" and "fine art." How do these definitions reflect historical and cultural contexts? Provide examples.

20. (a) Describe the process of creative visualization in conceptual photography, which typically begins with brainstorming and developing a concept or theme.

Or

(b) Define concept creation and its techniques in conceptual photography as the process of generating ideas or themes that communicate abstract concepts, emotions, stories.

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C–4669

B.Sc. DEGREE EXAMINATION, APRIL 2025

Third Semester

Photography

DOCUMENTARY PHOTOGRAPHY

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. Which of the following terms is often associated with the style of documentary photography that involves a long-term commitment to a specific subject or issue?

    (a)   Street photography

    (b)   Photojournalism

    (c)   Fine art photography

    (d)   Long-form documentary photography

2. Which of the following techniques might be used in conceptual documentary photography to convey abstract ideas?

    (a)   Candid street photography

    (b)   Long exposure photography

    (c)   High-speed photography

    (d)   Studio portraiture

3. What storytelling technique involves capturing a sequence of images to depict a narrative?

   (a) Long exposure

   (b) Multiple exposure

   (c) Photo essay

   (d) Motion blur

4. Which lens is commonly preferred in documentary photography for its versatility and ability to capture scenes without distortion?

   (a) Ultra-wide-angle lens

   (b) Telephoto lens

   (c) Prime lens

   (d) Standard zoom lens

5. Which camera mode allows for full control over aperture, shutter speed, and ISO?

   (a) Manual mode

   (b) Program mode

   (c) Aperture priority mode

   (d) Shutter priority mode

6. What elements are commonly included in a photography storyboard?

   (a) Camera settings and lens types

   (b) Lighting diagrams and studio setups

   (c) Sequential sketches or images

   (d) Metadata and file organization details

C–4670

7. Which ethical principle is particularly important for photojournalists?

   (a) Capturing aesthetically pleasing compositions

   (b) Honouring the subjects' privacy and dignity

   (c) Editing images extensively for visual impact

   (d) Using professional-grade camera equipment

8. Why might photojournalists face challenges related to censorship?

   (a) legal issues

   (b) corporate interests

   (c) government regulations

   (d) visual impact

9. In what situations might a photographer choose to convert a colour photograph to black and white during post-processing?

   (a) To emphasize the vibrant colours

   (b) To convey a nostalgic feel

   (c) To enhance the contrast

   (d) To increase the image resolution

10. What is the primary goal of post-processing in documentary photography?

   (a) To create artistic interpretations of reality

   (b) To enhance the emotional impact of photographs

   (c) To ensure images accurately represent the original scene

   (d) To remove imperfections and flaws from photographs

C–4670

Answer **all** questions choosing either (a) or (b)

11. (a) Compare and contrast over the traditional Vs conceptual documentary photography.

    Or

    (b) Discuss the importance of observation and composition skills in documentary photography.

12. (a) Compare and contrast the photography styles of Dorothea Lange and Sebastião Salgado.

    Or

    (b) Discuss the role of narrative structure in documentary photographic storytelling with examples to illustrate effective storytelling techniques.

13. (a) Explain the concept of storyboarding in photography.

    Or

    (b) Discuss the ethical considerations surrounding informed consent in documentary photography.

14. (a) Discuss the importance of image integrity and censorship in photography.

    Or

    (b) Discuss the primary responsibilities of photojournalists in their practice.

C–4670

15. (a) Discuss the importance of photo curation in documentary photography. Provide examples.

Or

(b) Discuss the roles and responsibilities of photographers in disclosing their reasons for choosing black and white post-processing in documentary photography.

Part C $(5 \times 8 = 40)$

Answer **all** questions choosing either (a) or (b)

16. (a) Define documentary photography and discuss its role in capturing reality.

Or

(b) Compare the expressive qualities of colour and black and white mediums in documentary photography, citing specific examples.

17. (a) Discuss the contributions and impact of Henri Cartier-Bresson in the field of documentary photography.

Or

(b) Enumerate the impact of different shooting methodologies on the authenticity and emotional resonance of documentary storytelling.

18. (a) Analyze how different camera gears, lenses, and lighting techniques can be combined to achieve specific photographic goals.

Or

(b) Discuss the narrative arc approach, thematic approach, episodic approach to storytelling in photographic storyboards. State the advantages and challenges.

5

C–4670

19. (a) Explain the role of photojournalism in documentary photography. How does photojournalistic practice differ from other forms of documentary photography.

Or

(b) Compare and contrast the approaches of spot news and general news photography. What are the key differences in these two contexts?

20. (a) Explain the importance of post-processing techniques in documentary photography.

Or

(b) Discuss the role of colour post processing enhancement in documentary photography. Provide examples where colour enhancement played a crucial role.

_____

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B.Sc. DEGREE EXAMINATION, APRIL 2025

Third Semester

Photography

FUNDAMENTALS OF VIDEOGRAPHY AND AUDIOGRAPHY

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. What does a shot in film language refer to?

    (a) A sequence of scenes

    (b) A single continuous view recorded by the camera

    (c) A change in camera angle

    (d) A frame within a scene

2. What is the purpose of a thumbnail sketch in storyboarding?

    (a) To finalize the storyboard

    (b) To provide a rough visual plan of scenes

    (c) To add special effects

    (d) To determine camera angles

3. What defines the "Captain of the ship" role for a director?

   (a) Managing the budget

   (b) Overseeing the entire film production process

   (c) Writing the screenplay

   (d) Editing the film

4. What is a primary characteristic of the three-act structure in a screenplay?

   (a) Introduction, development, conclusion

   (b) Exposition, rising action, climax

   (c) Setup, confrontation, resolution

   (d) Opening, middle, end

5. What is the function of a telephoto lens in filmmaking?

   (a) To widen the field of view

   (b) To focus on distant subjects

   (c) To capture wide scenes

   (d) To create a deep focus

6. Which camera movement is typically used to create a sense of drama or tension?

   (a) Pan

   (b) Tilt

   (c) Dolly

   (d) Crane

C–4671

7.   What distinguishes digital film from analog film in terms of image quality?

   (a)   Aspect ratio

   (b)   Color saturation

   (c)   Resolution and clarity

   (d)   Frame rate

8.   What is an example of non-synchronous sound in film?

   (a)   Dialogue

   (b)   Sound effects

   (c)   Ambient noise

   (d)   Background music

9.   What does the key light do in a lighting setup?

   (a)   Fills in shadows created by other lights

   (b)   Creates backlighting effects

   (c)   Provides the primary source of illumination

   (d)   Softens the overall lights

10. Which type of light is used to reduce shadows on a subject's face?

   (a)   Key Light

   (b)   Fill Light

   (c)   Back Light

   (d)   Spotlight

C–4671

Part B $(5 \times 5 = 25)$

Answer **all** questions, choosing either (a) or (b)

11. (a) Discuss the importance and different types of storyboards in pre-production.

    Or

    (b) Explain the key elements of film language and their roles in effective storytelling.

12. (a) Describe the director's role and how it affects the overall vision of a film.

    Or

    (b) Analyze the significance of character development and conflict in screenplay writing.

13. (a) Examine the impact of camera lenses on film direction and viewer perception.

    Or

    (b) Discuss how sound effects and background music contribute to a film's emotional tone.

14. (a) Explain the basic principles and differences between still and motion cameras.

    Or

    (b) Discuss the importance of aspect ratio and image compatibility in modern film production.

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15. (a) Analyze different lighting styles and their effects on the mood and visual aesthetics of a film.

Or

(b) Describe the challenges of lighting reflective surfaces and how to achieve desired lighting effects.

Part C $(5 \times 8 = 40)$

Answer **all** questions choosing either (a) or (b).

16. (a) Evaluate the different styles of storyboards and their impact on the filmmaking process.

Or

(b) Analyze how elements of film language such as scene and frame influence storytelling.

17. (a) Discuss the director's responsibilities and their impact on film production.

Or

(b) Evaluate the effectiveness of the three-act structure in creating engaging and well-rounded screenplays.

18. (a) Explore the effects of camera angles and movements on storytelling and audience perception.

Or

(b) Assess the role of sound design in enhancing the narrative and emotional depth of a film.

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19. (a) Compare the evolution of cinematographic techniques from analog to digital film and their implications.

Or

(b) Discuss the influence of various camera movements on the viewer's engagement and understanding of the film.

20. (a) Describe the role and functions of different lighting accessories in film production.

Or

(b) Analyze the techniques and challenges involved in achieving realistic and effective lighting.

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C–4671

C–4672		Sub. Code
		83343

B.Sc. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Photography

ADVANCED LIGHTING I FOR PHOTOGRAPHY

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. What is the primary purpose of using a white seamless backdrop in studio photography?

    (a) To create a textured background

    (b) To provide a clean, distraction-free background

    (c) To enhance color saturation

    (d) To add shadows to the subject

2. Which lighting modifier is typically used to create a broad, diffused light source?

    (a) Reflector

    (b) Softbox

    (c) Snoot

    (d) Umbrella

3. What is the function of the aperture setting on a camera?

   (a) To control the camera's sensitivity to light

   (b) To adjust the depth of field

   (c) To determine the shutter speed

   (d) To measure the light intensity

4. Which lighting setup is best for creating a high-key effect?

   (a) One light setup

   (b) Seven light setup

   (c) Silhouette on white seamless

   (d) Dramatic portrait lighting

5. What does the term "sideways clamshell lighting" refer to?

   (a) A lighting setup with a single light source above and below the subject

   (b) A lighting technique using multiple light sources from the sides

   (c) A method for creating a shadow effect with a clamshell-shaped light modifier

   (d) A lighting arrangement with a single light and a reflective surface

6. What type of backdrop effect is created by using a steel door backdrop?

   (a) Gradient effect

   (b) Vintage look

   (c) Commercial product lighting

   (d) Casual portrait effect

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7. What is the primary advantage of using a silver umbrella in lighting?

   (a) To diffuse light evenly

   (b) To enhance color saturation

   (c) To reflect and increase light intensity

   (d) To reduce light intensity

8. How does a beauty dish affect lighting in portrait photography?

   (a) It softens shadows

   (b) It creates a broad, diffused light

   (c) It provides a concentrated, even light with a catchlight

   (d) It produces harsh, direct light

9. What is the purpose of using a light meter in photography?

   (a) To measure the distance between the subject and the camera

   (b) To determine the correct exposure settings

   (c) To adjust the focus of the lens

   (d) To enhance the color balance of the image

10. Which lighting effect is achieved with black lights and UV powder?

   (a) High-key lighting

   (b) Dramatic portrait effect

   (c) Glow-in-the-dark effect

   (d) Soft light effect

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Part B (5 × 5 = 25)

Answer **all** questions choosing either (a) or (b)

11. (a) Explain how shutter speed, ISO, and aperture settings affect studio photography.

Or

(b) Describe the process of setting up a studio space for a portrait shoot, including the use of white seamless backdrops and lighting techniques.

12. (a) Discuss the impact of different lighting modifiers such as softboxes and reflectors on the final image

Or

(b) Analyze the role of light direction and distance in achieving various photographic effects.

13. (a) Compare and contrast sideways clamshell lighting with a seven light setup in portrait photography.

Or

(b) Evaluate the effectiveness of dramatic portrait lighting versus black lights and UV powder in creating distinct visual styles.

14. (a) Describe the differences between mono lights and pack lights, and their applications in studio lighting.

Or

(b) Explain how to use a light meter to achieve optimal exposure in mixed lighting conditions.

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15. (a) Discuss techniques for creating gradient and draping effects with backdrops.

Or

(b) Analyze how different lighting setups affect the portrayal of commercial products versus classical portraits.

Part C (5 × 8 = 40)

Answer **all** questions choosing either (a) or (b)

16. (a) Evaluate the advantages and limitations of various studio lighting setups, including hard light and soft lighting.

Or

(b) Discuss the impact of technical settings such as shutter speed, ISO, and aperture on achieving desired photographic effects in studio settings.

17. (a) Analyze the role of modifiers like the octabank and softbox in shaping light for different portrait styles.

Or

(b) Compare the effectiveness of one light setups versus high-key setups in creating specific lighting moods.

18. (a) Discuss the creative potential of combining side lighting techniques with other lighting setups.

Or

(b) Evaluate the use of black lights and UV powders in creating unique visual effects and their applications in portrait photography.

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19. (a) Examine the benefits and challenges of using mono lights and pack lights for various studio photography applications.

Or

(b) Analyze the techniques and effects of mixing strobe with ambient light in achieving creative lighting effects.

20. (a) Explore the various backdrop effects used in photography, such as gradient and steel door backdrops, and their impact on visual storytelling.

Or

(b) Discuss the differences in lighting techniques required for commercial product photography versus traditional portrait styles.

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C–4673	Sub. Code
	83344

B.Sc. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Photography

ADVANCED LIGHTING – II FOR PHOTOGRAPHY

(2023 onwards)

Duration : 3 Hours　　　　　　　　Maximum : 75 Marks

Part A　　　　　(10 × 1 = 10)

Answer **all** questions.

1. Which software is most commonly used for compositing in fashion shoots?

   (a) Adobe Lightroom

   (b) Capture One

   (c) Adobe Photoshop

   (d) GIMP

2. In high fashion photography what does cross lighting typically enhance?

   (a) Background details

   (b) Texture and shape of the subject

   (c) Skin tones

   (d) Natural light effect

3. What technique is commonly used to capture motion in a portrait?

(a) Slow, shutter speed

(b) High ISO setting

(c) Small aperture

(d) Wide-angle lens

4. Which of the following is NOT a common method for creating backgrounds in portrait photography?

(a) Using seamless paper

(b) Employing digital backdrops

(c) Adding a fill light

(d) Incorporating natural environments

5. Which of the following is most crucial for capturing sharp action shots?

(a) High ISO

(b) Slow shutter speed

(c) Fast shutter speed

(d) Wide aperture

6. To create a sense of motion action photo, which technique is often used?

(a) Freezing motion

(b) Panning

(c) High-key lighting

(d) Overexposing the image

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7. Which software is widely used for retouching headshots?

   (a) Adobe Premiere Pro

   (b) Adobe Lightroom

   (c) Adobe after effects

   (d) Adobe Illustrator

8. What is the first step in a typical post-production work for headshots?

   (a) Applying filters

   (b) Cropping the image

   (c) Importing and organizing the images

   (d) Adjusting the brightness

9. Which module in Lightroom allows you to make detailed adjustments to the exposure, color, and tone of your photos?

   (a) Library

   (b) Develop

   (c) Book

   (d) Slideshow

10. Which Lightroom module is primarily used for importing and organizing photos?

    (a) Develop

    (b) Map

    (c) Library

    (d) Print

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Part B   (5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the advantages and disadvantages of using a one side light beauty shot in portrait photography.

                        Or

    (b) Describe the setup process for achieving a perfect one side light beauty shot.

12. (a) Explain the differences between soft lighting and hard lighting.

                        Or

    (b) Analyze the impact of different lighting angles on the mood and perception of a portrait.

13. (a) Analyze the importance of body language and facial expressions in commercial photography.

                        Or

    (b) Discuss the technical and creative challenges of photographing clothing for commercials.

14. (a) Explain the importance of color grading in headshot post-production and how it can enhance the overall image.

                        Or

    (b) Evaluate the tools and techniques available in software like Adobe Lightroom and Photoshop for retouching headshots.

15. (a) Describe the steps involved in batch file renaming in Lightroom and its benefits for photo organization.

                        Or

    (b) Explain the process of adding and managing keywords in Lightroom to improve photo searchability.

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Part C (5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Analyze the impact of overhead lighting on the mood and tone of a headshot.

Or

(b) Illustrate how to set up an edgy three light setup and explain the role of each light.

17. (a) Explain the techniques used to capture motion in portrait photography and their effects on the final image.

Or

(b) Describe different methods for creating effective backgrounds in portrait photography.

18. (a) Explain how texture can be used to enhance commercial photography and provide examples of effective use.

Or

(b) Explain the importance of shutter speed in capturing action-based photos and describe how varying shutter speeds affect the final image.

19. (a) Outline the typical post-production workflow for retouching a headshot, from importing images to final output.

Or

(b) Analyze the use of multiple light sources in headshot photography and how they can be combined to achieve desired effects.

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20. (a) Describe how to use the flagging system in Lightroom to streamline photo culling and selection.

Or

(b) Explain the different view options available in the Library module and their uses.

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B.Sc. DEGREE EXAMINATION, APRIL 2025.

Fourth Semester

Photography

ADVERTISING, PR AND BUSINESS MEDIA

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** the questions.

1. Which of the following is NOT a key constituent of advertising?

    (a) The target audience

    (b) The advertising budget

    (c) The advertising medium

    (d) The company's stock price

2. Advertising as communication primarily aims to :

    (a) Distract consumers from other media

    (b) Create a dialogue between the advertiser and the consumer

    (c) Manipulate consumer emotions without a clear message

    (d) Limit the availability of products

3. Which of the following is NOT typically a specialization of advertising agencies?

   (a) Creative Services

   (b) Media Buying and Planning

   (c) Sales and Distribution

   (d) Market Research

4. Which model emphasizes continuous feedback and adjustment throughout the advertising campaign?

   (a) Linear Model

   (b) Circular Model

   (c) Sequential Model

   (d) Static Model

5. Which of the following is a key advantages of outdoor advertising?

   (a) High cost compared to other media

   (b) High visibility and continuous exposure to a broad audience

   (c) Limited reach and frequency

   (d) Difficulty in targeting specific demographics

6. Which media type is characterized by its ability to offer a wide reach and visual impact but often involved higher production costs?

   (a) Print Media   (b) Electronic Media

   (c) Outdoor Media   (d) News Media

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7. Which function of PR is concerned with the strategic dissemination of information to influence public perception?

(a) Publicity

(b) Propaganda

(c) Public Opinion Management

(d) Crisis Management

8. Which of the following is a key function of public relations?

(a) Direct Selling

(b) Customer Relationship Management

(c) Public Opinion Management

(d) Product Management

9. Which PR tool is used to communicate with shareholders and provide them with updates about the company's performance and financial status?

(a) Employee Relations

(b) House Journal

(c) Annual Reports

(d) Community Engagement

10. Which of the following is a type of publicity that involves communicating newsworthy information to the media to gain exposure?

(a) Event Publicity

(b) Press Release

(c) Sponsorship

(d) Direct Response Advertising

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Part B (5 × 5 = 25)

Answer **all** the questions.

11. (a) Identify and describe the key constituents of advertising and their importance in creating effective ad campaigns.

Or

(b) Analyze the concept of advertising as a form of communication.

12. (a) Outline the different types of advertising agencies and their specializations.

Or

(b) What is the purpose of the Advertising Standards Council and how does it impact advertising practices?

13. (a) Analyze the impact of outdoor advertising on consumer behavior.

Or

(b) How do media planners evaluate the cost-effectiveness of different media channels?

14. (a) Explain the role of a Public Relations Counsel.

Or

(b) Describe the organizational structure of a public relations department within a company.

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15. (a) Analyze the impact of digital media on traditional public relations practices.

Or

(b) What are the challenges associated with using media as a public relations tool?

Part C (5 × 8 = 40)

Answer **all** the questions.

16. (a) Discuss the role of advertising in global marketing. How do international brands adapt their advertising strategies for different markets?

Or

(b) Identify and analyze the impact of leading international advertisers on the global advertising industry.

17. (a) Examine the role of media relationships in advertising. How do advertising agencies manage these relationships to benefit their clients?

Or

(b) What factors should be considered when selecting an advertising agency? Explain how each factor impacts the decision-making process.

18. (a) Describe the process of media planning. What strategies are involved in selecting the appropriate media channels for an advertising campaign?

Or

(b) Explain the production process for audiovisual commercials. What are the key stages involved?

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19. (a) Discuss the role of public opinion in public relations. How can PR professionals influence and manage public opinion?

Or

(b) Explain the four basic elements of public relations. How do these elements contribute to the effective management of public relations activities?

20. (a) Discuss the tools of public relations and their respective roles. How do tools like advertising, periodicals and special events fit into a comprehensive PR strategy?

Or

(b) Explain the role of public relations in community engagement. How can PR initiatives foster positive relationships with local communities?

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C–4674

C–4675	Sub. Code
	83343

B.Sc. DEGREE EXAMINATION, APRIL 2025.

Fourth Semester

Photography

ADVANCED LIGHTING II FOR PHOTOGRAPHY

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. What is edgy style?

2. How do you prepare for a beauty shoot?

3. Brief on Motion Portrait.

4. What is compositing in photography?

5. What is white balance in photography?

6. Brief on secure digital card.

7. What is the purpose of catch light?

8. What is additive and subtractive light?

9. What are the components of light room?

10. Define depth of focus.

Part B (5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) How do you capture motion in sports photography?

    Or

    (b) How is composition used in fashion?

12. (a) Explain lighting approaches.

    Or

    (b) Write an essay on Edgy portrait

13. (a) What is the difference between photography and commercial photography?

    Or

    (b) Explain the usage of strobes and gels for shooting.

14. (a) What are the types of head shots?

    Or

    (b) Explain commercial and iconic head shots.

15. (a) Describe light room's modules.

    Or

    (b) What are flagged images?

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Part C   (3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) Explain the methods of using digital background in photography.

              Or

    (b) Describe the most important camera settings.

17. (a) Explain the retouching and post production process.

              Or

    (b) Why style is important in photography? Explain the elements of styling.

18. (a) Write short notes on :

         (i)   Application settings

         (ii) Catalog settings.

              Or

    (b) Write about any five commercial photographers.

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