

C-6144

Sub. Code

83315

B.Sc. DEGREE EXAMINATION, NOVEMBER 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. _____ is NOT an element of design.
 - (a) Line
 - (b) Form
 - (c) Rhythm
 - (d) Texture

2. The principle of design that refers to the visual weight being evenly distributed in a composition is _____.
 - (a) Contrast
 - (b) Balance
 - (c) Repetition
 - (d) Harmony

3. The reciprocal rule in photography is used to determine _____.
 - (a) The best ISO setting
 - (b) The correct exposure compensation
 - (c) The minimum shutter speed for handheld shooting
 - (d) The best time for golden hour shots

4. _____ affects the depth of field in a photograph.
- (a) Shutter speed
 - (b) ISO
 - (c) Aperture
 - (d) White balance
5. Hue describes the _____
- (a) The intensity of a color
 - (b) The brightness of a color
 - (c) The name of a color on the spectrum
 - (d) The darkness of a color
6. A monochromatic color scheme consists of _____
- (a) Multiple colors that are unrelated
 - (b) Different tints, tones, and shades of a single color
 - (c) Only black and white
 - (d) Colors that are opposite each other on the color wheel
7. In typography the term kerning refer to _____
- (a) The spacing between paragraphs
 - (b) The adjustment of space between individual letters
 - (c) The alignment of text in columns
 - (d) The space between lines of text
8. The file format best suited for high-quality print graphics is _____
- (a) PNG
 - (b) TIFF
 - (c) JPEG
 - (d) GIF
9. _____ is called a modular grid.
- (a) A grid with fixed columns only
 - (b) A grid that uses both columns and rows to create flexible design areas
 - (c) A random arrangement of elements on a page
 - (d) A single-column layout

10. The main advantage of using templates in layout design is that _____
- (a) They limit creativity
 - (b) They ensure consistency across multiple designs
 - (c) They make the layout look the same for all projects
 - (d) They reduce the need for alignment

Part B

(5 × 5 = 25)

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

11. (a) Define visual composition and explain its importance in design.

Or

- (b) Differentiate between shape and form with examples.

12. (a) Brief on the significance of shutter speed in photography.

Or

- (b) Mention the key composition techniques used in photography.

13. (a) Differentiate between warm colours and cool colours.

Or

- (b) Write a short note on complementary colours and their characteristics with examples.

14. (a) What are vector graphics, and how are they different from raster graphics.

Or

- (b) Examine how alignment affect the readability and aesthetics of text.

15. (a) Explain the role of grids in structuring layouts.

Or

(b) Define white space, and explain its importance in design.

Part C

(5 × 8 = 40)

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

16. (a) Write a detailed note on the elements of design with suitable examples.

Or

(b) Analyse how creativity plays a vital role in design problem-solving.

17. (a) Explain the relationship between aperture, shutter speed and ISO in achieving proper exposure.

Or

(b) Elaborate on the different types of photography and their unique characteristics.

18. (a) Discuss in detail on the three attributes of colour with examples.

Or

(b) Explain colour harmony and its importance in design in detail.

19. (a) Examine the anatomy of a typeface, explaining the different parts in detail.

Or

(b) Give a detailed note on the various image manipulation techniques used in graphic design.

20. (a) Explain the stages of the design process in creating an effective layout.

Or

(b) Analyze how different factors influence a page layout.

C-6145

Sub. Code

83323

B.Sc. DEGREE EXAMINATION, NOVEMBER 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. What phenomenon occurs when light changes direction as it passes from one medium to another?
 - (a) Reflection
 - (b) Refraction
 - (c) Diffraction
 - (d) Interference

2. What term describes the phenomenon where light waves interact to reinforce or cancel each other?
 - (a) Reflection
 - (b) Refraction
 - (c) Diffraction
 - (d) Interference

3. Which lighting setup is commonly used to achieve soft and even illumination in still life photography?
 - (a) Backlighting
 - (b) Hard lighting
 - (c) Diffused lighting
 - (d) Spotlighting

4. What principle emphasizes arranging objects in still life photography to create visual interest and balance?
 - (a) Symmetry
 - (b) Repetition
 - (c) Harmony
 - (d) Composition

5. What is the purpose of using light modifiers such as grids and diffusers in food photography?
 - (a) To increase lens flare
 - (b) To soften harsh shadows
 - (c) To create motion blur
 - (d) To add colour effects

6. Which factor is important in ensuring the quality of tear sheets in a photography portfolio?
 - (a) Number of pages included
 - (b) Type of camera used
 - (c) Clarity of image captions
 - (d) Presentation of the tear sheets

7. What does the term ‘Jewellery styling’ refer to in jewellery photography?
 - (a) Arranging jewellery in an appealing manner
 - (b) Choosing appropriate backgrounds
 - (c) Using props to enhance jewellery
 - (d) All the above

8. Which factor is important in ensuring the quality of beauty and fashion accessories photography?
- (a) Presentation and styling of the accessories
 - (b) Clarity of brand logos
 - (c) Uniformity in accessory size
 - (d) Number of accessories in the frame
9. Which type of products are commonly photographed using the “Clipping hollow man” technique?
- (a) Jewellery and watches
 - (b) Clothing and apparel
 - (c) Electronics and gadgets
 - (d) Food and beverages
10. What is the primary purpose of masking in image editing?
- (a) Adjusting image brightness
 - (b) Removing unwanted elements
 - (c) Adding lens flares
 - (d) Applying artistic filters

Part B

(5 × 5 = 25)

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

11. (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.

12. (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.
13. (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.
14. (a) Explain the process of styling glassware and metalware for photography.

Or

- (b) Discuss the unique challenges and techniques involved in photographing beauty and fashion accessories.
15. (a) Explain the impact of shadow effects and reflections on product photography.

Or

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

Part C

(5 × 8 = 40)

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

16. (a) Compare and contrast natural and artificial light sources. Discuss their characteristics, advantages, and limitations in different applications.

Or

- (b) Discuss the fundamental elements of light and their significance in understanding its behaviour and properties.

17. (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.

18. (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.

19. (a) Critically analyze a successful product photograph of glassware & metalware in showcasing the product's features and enticing potential customers?

Or

- (b) Discuss the unique challenges and techniques involved in photographing knolling and jewellery.

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

Or

- (b) Explain how photographers can use smoothing & composite backgrounds to expand creative possibilities and cater to specific client needs in photography.
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C-6146

Sub. Code

83325

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025.

Second Semester

Photography

STUDIO LIGHTING II (PORTRAITURE AND FASHION)

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is NOT typically considered a genre of commercial photography?
(a) Fashion (b) Wildlife
(c) Food (d) Architecture
2. What is the primary objective of e-commerce photography?
(a) Artistic expression
(b) Capturing candid moments
(c) Enhancing product visibility
(d) Documenting historical events
3. What does 'B & W' stand for in portrait photography?
(a) Black and White (b) Bright and Warm
(c) Blurred and wavy (d) Backlit and Wide angle
4. Which type of background is commonly used in business portraits to maintain a professional look?
(a) Busy patterns
(b) Dramatic landscapes
(c) Plain or neutral colours
(d) Abstract art backgrounds

5. What is the primary focus of beauty photography?
 - (a) Capturing landscapes
 - (b) Highlighting makeup and hairstyles
 - (c) Documenting wildlife
 - (d) Exploring abstract art

6. What does 'product photography' in the context of beauty refer to?
 - (a) Photographing beauty professionals at work
 - (b) Capturing close-ups of makeup and skincare products
 - (c) Documenting the process of applying makeup
 - (d) Creating abstract art with makeup

7. Which factor does a costume designer consider when designing costumes for a production?
 - (a) The availability of special effects
 - (b) The historical period and setting of the story
 - (c) The availability of actors
 - (d) The marketing budget

8. Which factor is important in ensuring the quality of beauty and fashion accessories photography?
 - (a) Presentation and styling of the accessories
 - (b) Clarity of brand logos
 - (c) Uniformity in accessory size
 - (d) Number of accessories in the frame

9. Which file format supports layers and is commonly used for saving editable Photoshop projects?
 - (a) TIFF
 - (b) PNG
 - (c) RAW
 - (d) JPEG

10. Which Photoshop tool is used to remove imperfections and blemishes from an image?
 - (a) Brush Tool
 - (b) Eraser Tool
 - (c) Healing Brush tool
 - (d) Dodge Tool

Part B

(5 × 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. How does the approach vary and why?

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 modern photography.

Or

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

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 modern advertising. How does commercial photography contribute to brand identity and consumer engagement?

17. (a) Compare and contrast environmental portraits versus studio portraits. What are the advantages and challenges of each approach?

Or

(b) Explain the concept of composition in portrait photography. State the key principles and techniques used.

18. (a) Explain the types of beauty photography. How do studio beauty shots differ from editorial beauty photography.

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?

20. (a) Discuss the role of long exposures in architectural photography. How it enhances the visual appeal and mood of architectural images.

Or

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

C-6147

Sub. Code

83333

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

Third Semester

Photography

CONCEPTUAL PHOTOGRAPHY

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The primary focus of conceptual photography is _____.
 - (a) Expressing an idea or concept
 - (b) Capturing realistic moments
 - (c) Using only black-and-white images
 - (d) Following strict photographic rules

2. The major art movement that influenced conceptual photography in the 1960s and 1970s is _____.
 - (a) Cubism
 - (b) Minimalism
 - (c) Conceptual Art
 - (d) Impressionism

3. In literature, a journey often symbolizes _____.
- (a) A deeper meaning related to personal growth
 - (b) A random sequence of events
 - (c) A historical record
 - (d) simple travel experience
4. An example of a metaphor is _____.
- (a) As fast as a cheetah
 - (b) Life is a rollercoaster
 - (c) She sings like a bird
 - (d) The wind whispered through the trees
5. _____ is NOT typically associated with contemporary photography.
- (a) AI-generated visuals
 - (b) Digital and mixed-media integration
 - (c) Emphasis on storytelling and social issues
 - (d) Complete avoidance of technology
6. The Indian photographer well known for using photography as a tool for social change and awareness is _____.
- (a) Sooni Taraporevala
 - (b) Mario Testino
 - (c) Annie Leibovitz
 - (d) Sebastiao Salgado

7. A common characteristic of fine art photography is _____.
- (a) It follows strict documentary rules
 - (b) It often conveys emotions, messages, or abstract ideas
 - (c) It is primarily used in news media
 - (d) It avoids any form of editing or enhancement
8. _____ is NOT a characteristic of commercial photography.
- (a) Aimed at selling or promoting a brand
 - (b) Created based on a client's needs
 - (c) Prioritizes the artistic vision of the photographer above all else
 - (d) Includes genres like fashion, product, and advertising photography
9. _____ is NOT a common conceptual photography technique.
- (a) Rule of thirds
 - (b) Double exposure
 - (c) Forced perspective
 - (d) Symbolism
10. The first step in creative visualization is
- (a) Clicking random photos
 - (b) Editing images
 - (c) Cropping the image
 - (d) Pre-visualization

Part B

(5 × 5 = 25)

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

11. (a) Explain how the surrealist movement influenced conceptual photography.

Or

- (b) Analyse the importance of color psychology in conceptual photography.

12. (a) Explain the concept of a metaphor with suitable examples from daily life.

Or

- (b) Discuss how light and shadow can be used metaphorically in photography to represent emotions or themes.

13. (a) Differentiate between modern photography and contemporary photography with examples.

Or

- (b) Elucidate how contemporary photography blurs the boundaries between photography and other art forms.

14. (a) Write a note on the importance of artistic vision in fine art photography.

Or

- (b) Brief on the significance of fine art photography in contemporary exhibitions and galleries.

15. (a) Does an artist's personal experience influence their approach to photography. – Substantiate your answer.

Or

- (b) Explain the impact of lighting choices on the mood and message of a photograph.

Part C

(5 × 8 = 40)

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

16. (a) Trace the historical evolution of conceptual photography from the 19th century to the present day.

Or

- (b) Discuss the advantages and challenges faced by modern conceptual photographers in the digital era with the advent of social media.

17. (a) Analyze the role of composition in storytelling through photography.

Or

- (b) Evaluate the impact of post-processing on contemporary photography in detail.

18. (a) Critically analyze the work of a contemporary photographer of your choice and explain their artistic vision.

Or

- (b) Discuss the role of conceptual photography in advertising, fashion, and commercial media.

19. (a) Analyze how fine art photography has evolved with the influence of technology and digital platforms with examples.

Or

- (b) Discuss the challenges faced by fine art photographers in India regarding recognition, commercialization, and audience reception.
20. (a) Write a detailed note on the role of symbolism and metaphor in concept-driven photography.

Or

- (b) Examine the use of digital manipulation and AI tools in modern conceptual photography.
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C-6148

Sub. Code

83334

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025.

Third Semester

Photography

DOCUMENTARY PHOTOGRAPHY

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The documentary photography is
 - (a) A staged and highly edited form of photography
 - (b) A visual representation of real-life events and stories
 - (c) A fictional photographic narrative
 - (d) A collection of abstract and surreal images

2. The significance of composition skills in documentary photography is that
 - (a) Helps in creating visually appealing and meaningful images
 - (b) Is only useful in commercial photography
 - (c) Ensures perfect exposure in all lighting conditions
 - (d) Eliminates the need for proper subject focus

3. _____ is well known for capturing the struggles of migrant workers during the Great Depression.
- (a) Henri Cartier-Bresson
 - (b) Dorothea Lange
 - (c) Steve McCurry
 - (d) Robert Capa
4. _____ is essential in documentary photography to ensure images tell a complete story.
- (a) Long exposure techniques
 - (b) Timely capture of candid moments
 - (c) Use of artificial lighting for perfect visuals
 - (d) Studio-based shoot with a controlled environment
5. The role of natural light in documentary photography is
- (a) It creates an artificial feel
 - (b) It provides authenticity and realism
 - (c) It eliminates the need for post-processing
 - (d) It always results in harsh lighting conditions
6. _____ best defines 'spot news' in photojournalism.
- (a) Planned coverage of scheduled events
 - (b) Unexpected and breaking news events that require immediate coverage
 - (c) Long-term investigative photography
 - (d) Staged photography for magazines

7. An example of a violation of image integrity is
- (a) Cropping an image to focus on the subject
 - (b) Adding elements to an image that were not originally there
 - (c) Adjusting brightness for visibility
 - (d) Converting a color image to black and white
8. The tool is used for color correction in .
- (a) Clone Stamp Tool
 - (b) Curves and Levels
 - (c) Smudge Tool
 - (d) Magic Wand Tool
9. The term “non-destructive editing” refer to _____ in post-processing.
- (a) Permanently altering an image
 - (b) Using techniques that preserve the original file
 - (c) Applying extreme retouching methods
 - (d) Editing only on mobile devices
10. The term “dodging and burning” refer to _____ in post-processing.
- (a) Selective brightening and darkening to enhance details
 - (b) Removing unwanted objects
 - (c) Applying extreme color grading
 - (d) Cropping an image

Part B

(5 × 5 = 25)

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

11. (a) Explain the importance of observation skills in documentary photography.

Or

- (b) Discuss the different genres of documentary photography with examples.

12. (a) Analyse the significance of the “decisive moment” in documentary photography.

Or

- (b) Brief on the importance of timing in documentary photography.

13. (a) Examine the significance of storyboarding in planning a documentary photography project.

Or

- (b) Explain the importance of natural light in documentary photography.

14. (a) Mention the key responsibilities of a photojournalist in documentary photography?

Or

- (b) Differentiate between general news and spot news in photojournalism.

15. (a) “Photo manipulation must be avoided in documentary photography” Substantiate your answer.

Or

- (b) Analyse the significance of non-destructive editing in post-processing?

Part C (5 × 8 = 40)

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

16. (a) Trace the evolution of documentary photography and its impact on visual storytelling.

Or

- (b) Discuss the ethical considerations a documentary photographer must follow while capturing real-life events.

17. (a) Analyse how angles and composition play a role in documentary storytelling.

Or

- (b) Explain the importance of timing in documentary photography.

18. (a) Analyse the impact of documentary photography on the contemporary society.

Or

- (b) Compare and contrast the use of wide-angle lenses vs. telephoto lenses in documentary photography.

19. (a) Explain the importance of objectivity in photojournalism and how can bias affect the credibility of a photojournalist.

Or

- (b) Why is it important for photo journalists to verify facts and context before publishing images? Discuss with examples.

20. (a) Discuss the differences between color and black and white documentary photography in terms of storytelling, mood, and visual impact.

Or

- (b) Explain the photo curation process and its importance in documentary storytelling.
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C-6149

Sub. Code

83336

B.Sc. DEGREE EXAMINATION, NOVEMBER 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. The shot commonly used to establish the setting of a scene is _____.
 - (a) Close-up
 - (b) Over-the-shoulder
 - (c) Extreme wide shot
 - (d) Medium shot

2. The camera movement that follows a subject while keeping it in frame is _____.
 - (a) Zoom
 - (b) Pan
 - (c) Tilt
 - (d) Tracking shot

3. The “filmic space” in cinema is _____.
 - (a) The physical distance between actors
 - (b) The use of visual elements to create depth and perspective
 - (c) The soundscape of a film
 - (d) The film’s runtime

4. The conflict that occurs when a character struggles with an external force is _____.
- (a) Internal Conflict
 - (b) Man vs. Man
 - (c) Emotional Conflict
 - (d) Psychological Conflict
5. A psychological effect created by dolly-in movement is _____.
- (a) Increased tension or intimacy
 - (b) Distance and detachment
 - (c) A dreamlike atmosphere
 - (d) A static observational feel
6. The sound that originates from the film's world and is heard by the characters is _____.
- (a) Diegetic sound
 - (b) Non-diegetic sound
 - (c) Synchronous sound
 - (d) Asynchronous sound
7. The fundamental difference between a still camera and a motion camera is that _____.
- (a) Still cameras use film, motion cameras do not
 - (b) Motion cameras capture multiple frames per second
 - (c) Motion cameras use different lenses
 - (d) Still cameras have better resolution
8. The film stock commonly used for professional cinematic production _____.
- (a) 8 mm
 - (b) 16 mm
 - (c) 35 mm
 - (d) 70 mm

9. The primary function of a fill light in a lighting setup is _____.
- (a) To create dramatic shadows
 - (b) To reduce contrast and soften shadows
 - (c) To provide the main source of light
 - (d) To highlight the edges of the subject
10. The lighting accessory used to control and direct spread of light by shaping its beam is _____.
- (a) Softbox
 - (b) Barn doors
 - (c) Diffuser
 - (d) Reflector

Part B

(5 × 5 = 25)

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

11. (a) Describe the significance of sound in film and its impact on storytelling.
- Or
- (b) Write a brief note on the different types of shots used in cinematography.
12. (a) Mention the key responsibilities of a director during production.
- Or
- (b) Brief on the types of conflict in storytelling.
13. (a) Differentiate between diegetic and non-diegetic sound.
- Or
- (b) Write short notes on the psychological effect of a different types of camera angles.
14. (a) Mention the basic principles of a still camera.
- Or
- (b) Differentiate between the analog and digital images.

15. (a) Give an account on the different properties of light.
Or
(b) Write a detailed note on different types of filters.

Part C

(5 × 8 = 40)

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

16. (a) Analyse how do different camera movements contribute to the storytelling process.
Or
(b) Discuss the impact of different narrative structures on storytelling.
17. (a) List down the different crew members in the video production with their responsibilities.
Or
(b) Write a detailed note on Three act structure.
18. (a) Describe the principles of continuity editing with examples from famous films.
Or
(b) Explain the functions and importance of dialogue in film in detail with examples.
19. (a) Elucidate the evolution of cinematography and the major milestones in its development.
Or
(b) Explain the various types of film lenses and their applications in different types of shots.
20. (a) Explain Three point lighting with illustrations.
Or
(b) Write a detailed note on the lighting Accessories and equipments.

C-6150

Sub. Code

83343

B.Sc. DEGREE EXAMINATION, NOVEMBER 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 main advantage of using hard light in portrait photography?
 - (a) To create soft, even illumination
 - (b) To highlight textures and create shadows
 - (c) To diffuse light and reduce shadows
 - (d) To evenly illuminate large areas

2. Which modifier is commonly used to create a narrow, focused beam of light?
 - (a) Softbox
 - (b) Umbrella
 - (c) Snoot
 - (d) Reflector

3. What does the ISO setting on a camera control?
 - (a) The amount of light entering the camera
 - (b) The depth of field
 - (c) The sensitivity of the camera's sensor to light
 - (d) The speed at which the shutter opens and closes

4. For a high-key lighting setup, what is typically used?
 - (a) Multiple light sources with high intensity
 - (b) A single, diffused light source
 - (c) Strong backlighting
 - (d) Harsh direct light

5. What does a beauty dish typically add to portrait photography?
 - (a) Broad, diffused light
 - (b) Concentrated, direct light with a catchlight
 - (c) Soft, ambient light
 - (d) High contrast lighting

6. Which setup involves using a V-flat in combination with bare bulbs?
 - (a) Sideways clamshell lighting
 - (b) Dramatic portrait lighting
 - (c) Seven light setup
 - (d) High-key setup

7. What effect does a gradient backdrop typically provide?
 - (a) Uniform color
 - (b) A smooth transition between colors
 - (c) High contrast
 - (d) Textured appearance

8. How does the use of a silver umbrella impact the lighting?
- (a) It softens the light
 - (b) It reduces light intensity
 - (c) It increases light intensity and reflection
 - (d) It creates diffuse shadows
9. What is the purpose of using gels in lighting setups?
- (a) To diffuse light
 - (b) To adjust color temperature
 - (c) To create reflections
 - (d) To soften shadows
10. Which technique is used to create a silhouette effect on a white seamless backdrop?
- (a) High-key lighting
 - (b) Dramatic portrait lighting
 - (c) Backlighting
 - (d) Side lighting

Part B

(5 × 5 = 25)

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

11. (a) Explain how different types of lighting, such as hard and soft lighting, affect the mood and appearance of a portrait.

Or

- (b) Describe the process of setting up a studio space, including considerations for backdrops and lighting equipment.

12. (a) Analyze the effect of lighting modifiers like octa banks and beauty dishes on portrait quality.

Or

- (b) Discuss the importance of understanding light direction and distance in achieving desired photographic results.
13. (a) Compare the use of a seven light setup with a sideways clamshell lighting in terms of their impact on portrait photography.

Or

- (b) Evaluate the role of black lights and UV powders in creating specialized visual effects and their practical applications.
14. (a) Describe how mono lights and pack lights differ in functionality and their applications in studio shoots.

Or

- (b) Discuss the process of using a light meter to achieve accurate exposure when combining strobe with ambient light.
15. (a) Explain the techniques for creating gradient and draping effects with backdrops.

Or

- (b) Discuss how different lighting setups can be applied to commercial product photography versus traditional portrait styles.

Part C

(5 × 8 = 40)

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

16. (a) Discuss the benefits and limitations of various studio lighting techniques such as hard and soft lighting in creating different portrait styles.

Or

- (b) Analyze the impact of technical settings including shutter speed, ISO and aperture on achieving desired effects in studio photography.
17. (a) Evaluate the impact of different lighting modifiers, including softboxes and reflectors, on achieving various photographic effects.

Or

- (b) Compare the effectiveness of high-key lighting versus one light setups in creating different photographic moods.
18. (a) Explore the creative possibilities offered by sideways clamshell lighting in portrait photography.

Or

- (b) Analyze the use of black lights and UV powder in creating unique visual effects and their application in specific scenarios.
19. (a) Discuss the differences between mono lights and pack lights, including their strengths and weaknesses for different photography needs.

Or

- (b) Evaluate techniques for combining strobe and ambient light to achieve creative lighting effects and their applications.

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

Or

- (b) Discuss the differences in lighting techniques required for commercial product photography versus classical and traditional portrait styles.
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C-6151

Sub. Code

83344

B.Sc. DEGREE EXAMINATION, NOVEMBER 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 light is typically used to create a rim light in an edgy three light setup?
(a) Key light (b) Fill light
(c) Backlight (d) Overhead light
2. Which modifier is commonly used for a one side light beauty shot to soften the light?
(a) Bare bulb (b) Soft box
(c) Snoot (d) Grid
3. Which lighting approach typically produces a high contrast image with deep shadows?
(a) Soft lighting (b) Edgy lighting
(c) Flat lighting (d) Diffused lighting

4. What is a key characteristic of an edgy portrait?
 - (a) Soft and flattering light
 - (b) Evenly lit subject with minimal shadows
 - (c) High contrast with dramatic shadows and highlights
 - (d) Natural light with minimal enhancements

5. What should be considered when choosing clothes for a commercial shoot?
 - (a) Brand color scheme
 - (b) Comfort of the model
 - (c) Durability of the fabric
 - (d) Current fashion trends

6. Which gel color is typically used to simulate daylight?
 - (a) Red
 - (b) Blue
 - (c) Orange
 - (d) Green

7. Which lighting setup is most commonly used for commercial headshots to achieve even illumination?
 - (a) Rembrandt lighting
 - (b) Butterfly lighting
 - (c) Split lighting
 - (d) Loop lighting

8. Which type of headshot is typically used for actors to showcase their versatility?
 - (a) Corporate headshot
 - (b) Casual headshot
 - (c) Environmental headshot
 - (d) Theatrical headshot

9. Which feature in Lightroom allows you to apply a standard naming convention to a batch of photos?
- (a) Key wording
 - (b) File Renaming
 - (c) Metadata Presets
 - (d) Collection sets
10. Where can you adjust the performance settings, such as GPU acceleration, in Lightroom?
- (a) File > Export
 - (b) Edit > Preferences
 - (c) View > Display Options
 - (d) Library > Settings.

Part B

(5 × 5 = 25)

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

11. (a) Evaluate the challenges and solutions in achieving a balanced exposure in an edgy three light setup.

Or

- (b) Describe the cross light technique and its application in high fashion photography.

12. (a) Evaluate the challenges and solutions in achieving sharp focus and motion blur in motion portraits.

Or

- (b) Outline the key steps involved in retouching a portrait using software like Adobe Photoshop.

13. (a) Analyze the technical considerations when using multiple strobes in a shoot.

Or

- (b) Discuss the creative uses of gels and strobes in enhancing commercial photography.

14. (a) Describe different lighting techniques used in headshot photography and their effects on the subject's appearance.

Or

- (b) Analyze the role of a commercial headshot in personal branding and marketing.

15. (a) Describe the process of creating and applying metadata presets in Lightroom.

Or

- (b) Explain the process of creating and managing multiple catalogs in Lightroom.

Part C

(5 × 8 = 40)

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

16. (a) Explain the importance of lighting in capturing athletic intensity and how it enhances the subject.

Or

- (b) Evaluate the role of post-processing in refining images captured using these lighting techniques.

17. (a) Explain the compositing process in photography and its applications.

Or

- (b) Describe the techniques for using backlighting in portrait photography and its effects.

18. (a) Explain the role of strobes in photography and how they differ from continuous lighting.

Or

- (b) Evaluate the challenges of posing models in a way that looks natural and unforced in commercial photography.

19. (a) Compare and contrast theatrical headshots and corporate headshots in terms of their purpose and visual style.

Or

- (b) Analyze the importance of facial expression in a commercial headshot and how it influences the perception of the subject.

20. (a) Explain how to adjust performance settings in Lightroom to optimize workflow.

Or

- (b) Compare and contrast the Map and Book modules in Lightroom.
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C-6152

Sub. Code

83346

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

Fourth Semester

Photography

ADVERTISING, PR AND BUSINESS OF MEDIA

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is a socioeconomic effect of advertising?
 - (a) Decreased consumer awareness
 - (b) Increased consumer spending and economic growth
 - (c) Reduced competition in the market
 - (d) Lower quality of products

2. Which advertising theory suggests that consumer needs follow a hierarchy from basic to self-fulfilment?
 - (a) Stimulus-Response Theory
 - (b) Hierarchy of Need Theory
 - (c) AIDA Model
 - (d) Cognitive Dissonance Theory

3. When selecting and advertising agency, which factor is NOT typically considered?
 - (a) The agency's portfolio and previous work
 - (b) The agency's location and proximity to the client
 - (c) The agency's approach to client confidentiality
 - (d) The agency's involvement in political activities

4. In the planning cycle of an advertising campaign, which stage involves setting clear objectives and identifying target audiences?
 - (a) Execution
 - (b) Evaluation
 - (c) Strategy Development
 - (d) Situation Analysis

5. In print ad production, which technique is used to ensure high-quality image reproduction?
 - (a) Screen Printing
 - (b) Offset Lithography
 - (c) Digital Printing
 - (d) Letter press Printing

6. Which of the following elements is NOT typically included in an advertising copy format?
 - (a) Headline
 - (b) Body Copy
 - (c) Call to Action
 - (d) Financial Report

7. What are the four basic elements of public relations?
 - (a) Media Relations, Advertising, Sales Promotions, Event Management
 - (b) Research, Action, Communication, Evaluation
 - (c) Marketing, Branding, Customer Service, Social Media
 - (d) Crisis Management, Publicity, Sponsorships, Employee Engagement

8. What is the primary role of a Public Relations Policy Committee?
- (a) To manage daily operational tasks of PR activities
 - (b) To develop and oversee the implementation of PR policies and strategies
 - (c) To handle all advertising and promotional activities
 - (d) To design and execute sales promotions
9. Which of the following is NOT typically considered a tool of public relations?
- (a) House Journal (b) Periodicals
 - (c) Advertising (d) Direct Mail Marketing
10. What type of publicity is focused on promoting an organization's achievements and milestones through media coverage?
- (a) Reactive Publicity
 - (b) Proactive Publicity
 - (c) Crisis Publicity
 - (d) Routine Publicity

Part B

(5 × 5 = 25)

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

11. (a) Discuss the role of advertising in contemporary markets and how it influences consumer behavior.

Or

- (b) Trace the evolution of advertising from its early forms to modern digital strategies.

12. (a) Analyze the impact of contemporary models on advertising campaign planning.

Or

- (b) What are the benefits and challenges of diversifications and specializations for advertising agencies?

13. (a) What are the contemporary models of advertising planning?

Or

- (b) Discuss the role of creative elements in advertising.

14. (a) Discuss various methods and metrics used in evaluating PR performance.

Or

- (b) Discuss the relationship between public relations and marketing.

15. (a) What is the significance of communicating with shareholders in public relations?

Or

- (b) Describe how PR professionals can use special events to enhance their organization's public image.

Part C

(5 × 8 = 40)

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

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

Or

- (b) Explain the relationship between advertising and the marketing process. How does advertising fit into the broader marketing strategy?

17. (a) Describe the planning cycle in advertising campaign development. What are the key stages, and how do they contribute to the overall success of the campaign?

Or

- (b) Discuss the importance of professional ethics in advertising. What challenges do advertisers face in maintaining ethical standards?

18. (a) Assess the effectiveness of an audiovisual commercial using a case study. What made the commercial successful or unsuccessful?

Or

- (b) What are the key characteristics of new media advertising? How does it differ from traditional media in terms of engagement and interactivity?

19. (a) Evaluate the impact of public relations on organizational reputation. How can PR activities enhance or damage an organization's image?

Or

- (b) Discuss the process of budgeting for public relations activities. What factors should be considered when allocating the PR budget?

20. (a) What is the role of employee relations in public relations? How does effective employee communication contribute to organizational success?

Or

- (b) Explain the impact of films as a public relations tool. How can films be used to effectively convey an organization's message?
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C-6153

Sub. Code

83351

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025.

Fifth Semester

Photography

MEDIA LAWS AND ETHICS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. _____ is NOT a core principle of media ethics?
 - (a) Accuracy
 - (b) Objectivity
 - (c) Sensationalism
 - (d) Fairness

2. Plagiarism in journalism refers to _____
 - (a) Unauthorized duplication of media content
 - (b) Publishing misleading headlines
 - (c) Invasion of privacy
 - (d) Ethical reporting

3. _____ is a defense against defamation.
- (a) Falsehood
 - (b) Truth
 - (c) Sensationalism
 - (d) Privacy invasion
4. The Right to Privacy was recognized as a fundamental right in India under _____ Supreme Court judgment.
- (a) Kesavananda Bharati Case
 - (b) Maneka Gandhi Case
 - (c) K.S. Puttaswamy Case
 - (d) Vishaka Case
5. The Digital Millennium Copyright Act primarily deals with _____
- (a) Print media regulations
 - (b) Film certification
 - (c) Protection of online copyrighted content
 - (d) Defamation laws
6. The law that protects the rights of software developers against unauthorized copying is _____
- (a) Copyright Act
 - (b) Information Technology Act
 - (c) Digital Media Act
 - (d) Patent Act

7. _____ law can prosecute a journalist for publishing classified government information.
- (a) Official Secrets Act
 - (b) Indian Penal Code
 - (c) Press Council Act
 - (d) Cinematograph Act
8. According to the ASCI Commercial Code _____ is NOT allowed in advertisements.
- (a) Misleading claims about a product's effectiveness
 - (b) Comparative advertising with factual information
 - (c) Advertisements promoting social awareness
 - (d) Use of celebrities in brand endorsements
9. _____ is a key concern for the Editors Guild of India.
- (a) Government interference in the media
 - (b) Awarding press licenses
 - (c) Setting advertising rates
 - (d) Managing newspaper sales
10. An example of Suo Motu action is _____
- (a) A lawyer filing a petition for a client
 - (b) The Supreme Court initiating an inquiry based on media reports
 - (c) A citizen filing a complaint in consumer court
 - (d) A judge dismissing a case due to lack of evidence

Part B

(5 × 5 = 25)

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

11. (a) Write a brief note on the Vernacular Press Act.

Or

- (b) Explain the significance of the Right to freedom of Speech in a democratic society.

12. (a) Elucidate the relevance of the Indian Penal code for media professionals.

Or

- (b) Differentiate between libel and slander.

13. (a) Explain the legal consequences hacking under the section 66 of the IT Act, 2000.

Or

- (b) Mention the Key provisions of contempt of court act 1971 with its significance.

14. (a) Analyse the need of official secret act in today's scenario.

Or

- (b) Write about the key responsibilities of the Film Certification Board in India.

15. (a) Analyse the impact of fake news and misinformation in the digital era.

Or

- (b) Discuss the significance of the Advertising Standards Council of India in regulating advertisements.

Part C

(5 × 8 = 40)

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

16. (a) Explain the concept of parliamentary privileges and its importance in maintaining the sovereignty and independence of the legislative.

Or

- (b) Write a detailed note on the privileges granted to the press in India.

17. (a) Explain the difference between civil and criminal defamation in India.

Or

- (b) Analyse the legal and ethical aspects of obscenity laws in India.

18. (a) Elicit your view on Working Journalist act, its importance relevance and impact on media.

Or

- (b) Explain the importance of RTI in detail.

19. (a) Explain Cinematograph act. Comment on the functioning of the CBFC board with recent incidents.

Or

- (b) Throw light on the Press Council of Indian Act, 1978. Does it still hold relevance? Analyse.

20. (a) Critically analyze the relationship between media ethics and freedom of expression.

Or

- (b) Explain the challenges in implementing ethical guidelines for social media influencers and digital advertising.
-

C-6154

Sub. Code

83352

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025.

Fifth Semester

Photography

PORTFOLIO AND PRESENTATION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The main purpose of personal branding through a portfolio is
 - (a) To showcase all your past work, regardless of quality
 - (b) To convey your personal brand and professional identity
 - (c) To make a portfolio as complex and detailed as possible
 - (d) To focus on quantity of work over quality

2. The purpose of including testimonials in a portfolio is _____.
 - (a) To provide random feedback
 - (b) To showcase personal opinions
 - (c) To offer professional recommendations
 - (d) To fill space

3. The role of typography in a digital portfolio is
 - (a) To use as many fonts as possible
 - (b) To make the text visually appealing and readable
 - (c) To create complicated and decorative text styles
 - (d) To ignore text design for aesthetic purposes

4. The key factor in selecting a platform for your digital portfolio is
 - (a) Most expensive platform
 - (b) Platform with most features
 - (c) Platform that suits your industry and audience
 - (d) Platform with minimal customization

5. The most important aspect of structuring a presentation is _____.
 - (a) Overloading slides with information
 - (b) Organizing the content logically
 - (c) Speaking without pauses
 - (d) Using complex visuals

6. The presenter should handle the Q and A session by
 - (a) Ignore audience questions
 - (b) Respond briefly and avoid elaborating
 - (c) Address questions thoughtfully, providing clear answers
 - (d) Cut the session short to avoid interruptions

7. The blogs contribute to digital marketing by
- (a) Attract and educate audiences with engaging content
 - (b) Replace all other advertising
 - (c) Limit engagement to paid subscribers
 - (d) Focus only on company achievements
8. _____ is an essential element of a business card.
- (a) Company logo, name, and contact details
 - (b) A lengthy business description
 - (c) Only a personal signature
 - (d) Multiple bright colors and random images
9. An essential component of a portfolio
- (a) Unrelated personal experiences
 - (b) Clear work samples and achievements
 - (c) Randomized images without descriptions
 - (d) Excessive text with no visuals
10. The tone affect a portfolio is that
- (a) It makes the portfolio difficult to read
 - (b) It ensures consistency and professionalism
 - (c) It is irrelevant to portfolio success
 - (d) It should change randomly throughout the document

Part B

(5 × 5 = 25)

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

11. (a) Mention the features and benefits of using a physical portfolio for showcasing professional work in industries like art and design.

Or

(b) Write a brief note on the significance of using high-quality videos in a portfolio.

12. (a) Describe the stages of creating a digital portfolio and their contribution to the development process.

Or

(b) Brief on the key production techniques for creating a portfolio.

13. (a) Analyse the role of visual aids in enhancing a presentation.

Or

(b) “Clarity and conciseness in a presentation impact its effectiveness”- Discuss.

14. (a) Design a unique business card concept for an IT or medical business, highlighting key elements for branding and professionalism.

Or

(b) Explain the process of registering a domain and setting up hosting for creating a professional blog for an advertising company.

15. (a) Analyse how UX in portfolio design improve engagement through structured navigation.

Or

(b) How should one plan a portfolio budget? Discuss the major cost factors.

Part C

(5 × 8 = 40)

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

16. (a) Mention the significance of tailoring a portfolio to suit the specific needs of the audience or industry? Explain and provide examples.

Or

- (b) What are the benefits of using multimedia in a portfolio and how can it enhance your presence in creative fields? Explain in detail.
17. (a) Discuss the key Dos and Don'ts in portfolio creation and how they impact its effectiveness.

Or

- (b) Analyze the role of a design document in creating a digital portfolio and how it ensures alignment with professional goals.
18. (a) Assess the importance of time management in presentations in detail.

Or

- (b) Evaluate the importance of technical preparation in a presentation.
19. (a) Explain the role of market analysis in selecting the right marketing medium.

Or

- (b) How can businesses use data analytics in market analysis to improve their social media marketing strategies? Provide examples.

20. (a) How can multimedia elements enhance a portfolio? Discuss their impact on engagement and presentation.

Or

- (b) How does customizing portfolio content for different audiences improve its effectiveness? Discuss key strategies for tailoring content based on industry and target clients.
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C-6155

Sub. Code

83313

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

First Semester

Photography

INTRODUCTION TO VISUAL COMMUNICATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 2 = 20)

Answer **all** questions.

1. Define encoding.
2. What is meant by transpersonal communication?
3. What is gatekeeping?
4. Define 'noise' in the context of communication.
5. What is an Optical Illusion?
6. Name two linear communication models.
7. What is a paradigmatic relationship in semiotics?
8. Define cross-cultural communication.
9. Define the term publicity.
10. What is meant by media convergence?

Section B

(5 × 5 = 25)

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

11. (a) Explain communication as a process with the key components involved in this process.

Or

- (b) Write a brief note on the Physical barriers of communication.

12. (a) Outline the main features of Schramm's Model of Communication.

Or

- (b) Discuss the role of opinion leaders in the Two-Step Flow Theory.

13. (a) Explain the difference between denotation and connotation in semiotics.

Or

- (b) Define sensory perception and explain its significance in human experience.

14. (a) Discuss the relationship between communication and public opinion in the context of political campaigns.

Or

- (b) Write a note on cross-cultural communication and its importance in today's globalized world.

15. (a) Define mass media and discuss its primary functions in society.

Or

- (b) Explain the concept of agenda-setting in mass communication.

Section C

(3 × 10 = 30)

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

16. (a) Discuss the various barriers to effective communication in detail.

Or

- (b) Explore how communication serves as an expression of culture.

17. (a) Describe Shannon and Weaver's Model of Communication in detail.

Or

- (b) Analyze the psychological effects of different colors on human emotions and behavior.

18. (a) Explain Saussure's concepts of sign, signifier, and signified and how they create meaning in communication.

Or

- (b) Explain the key characteristics, strengths, and limitations of print media as a type of mass media.