

C-7646

Sub. Code

83025

B.Sc. DEGREE EXAMINATION, APRIL 2026.

Second Semester

Graphic Design

HISTORY OF ART

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which cave painting site is located in southern France and is known for its well-preserved prehistoric art?
 - (a) Lascaux
 - (b) Mohenjo Daro
 - (c) Harappa
 - (d) Ellora

2. "The Great Bath, a significant architectural structure, is associated with which ancient civilization?
 - (a) Mesopotamian
 - (b) Egyptian
 - (c) Indus Valley
 - (d) Greek

3. Which art period is characterized by the use of “Hieratic Scale”?
 - (a) Baroque
 - (b) Gothic
 - (c) Medieval
 - (d) Renaissance

4. Which artistic movement’s is known for dramatic use of light and emotional intensity?
 - (a) Gothic
 - (b) Rococo
 - (c) Baroque
 - (d) Neoclassicism

5. Which term refers to a traditional Japanese folding screen used as a room divider and decorative art?
 - (a) Ukiyo-e
 - (b) Byobu
 - (c) Mandala
 - (d) Calligraphy

6. Which art form combines text and image as a highly respected artistic practice in China?
 - (a) Woodblock printing
 - (b) Mandala
 - (c) Pottery
 - (d) Calligraphy

7. Which Indian painting style is known for intricate detail and depiction of court scenes?
- (a) Warli
 - (b) Madhubani
 - (c) Mughal Miniature
 - (d) Pala Manuscript
8. Ajanta cave paintings are primarily associated with which religion?
- (a) Hinduism
 - (b) Islam
 - (c) Buddhism
 - (d) Jainism
9. Which art movement is characterized by spontaneous, irrational imagery and dream-like scenes?
- (a) Dadaism
 - (b) Surrealism
 - (c) Cubism
 - (d) Expressionism
10. Which artist is most associated with the Pop Art movement?
- (a) Picasso
 - (b) Van Gogh
 - (c) Andy Warhol
 - (d) Salvador Dali

Part B

(5 × 5 = 25)

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

11. (a) Compare the artistic features of Lascaux and Chauvet cave paintings.

Or

- (b) List the major features of Harappan and Mesopotamian civilization in terms of art and architecture.

12. (a) Define hieratic scale and its significance in medieval Christian art.

Or

- (b) Write a short note on the characteristics of Baroque sculpture.

13. (a) Describe the role of bronze art in ancient Chinese dynasties.

Or

- (b) Write a short note on Japanese woodblock printing.

14. (a) Explain the characteristic features of Madhubani painting.

Or

- (b) What is the significance of Pala manuscript painting in Indian art history?

15. (a) Define Romanticism and its key themes.

Or

(b) Discuss the role of nature in Romantic art.

Part C

(5 × 8 = 40)

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

16. (a) Describe the contributions of the Indus Valley civilization to early art and architecture.

Or

(b) Explain the evolution of Mesopotamian art with examples.

17. (a) Trace the development of Gothic architecture and its influence on religious art.

Or

(b) Compare the stylistic features of Rococo and Neoclassical art.

18. (a) Explain the significance and aesthetics of calligraphy in Chinese art history.

Or

(b) Analyze the symbolic and spiritual aspects of mandalas in Eastern art.

19. (a) Compare the stylistic elements of Mughal and Rajasthani miniature paintings.

Or

(b) Explain the narrative techniques and symbolism found in Ajanta and Ellora cave art.

20. (a) Explain how Romantic artists expressed emotion, imagination, and individualism.

Or

- (b) Discuss Romanticism as a reaction to the Enlightenment and Industrial Revolution.
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C-7647

Sub. Code

83033

B.Sc. DEGREE EXAMINATION, APRIL 2026

Third Semester

Graphic Design

VISUALIZATION TECHNIQUES

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. _____ visual element is most effective for comparing categories of data.
 - (a) Line charts
 - (b) Bar charts
 - (c) Pie charts
 - (d) Scatter plots

2. _____ type of visualization is best for showing trends over time.
 - (a) Scatter plot
 - (b) Histogram
 - (c) Line graph
 - (d) Heat map

3. The key focus of storyboarding is _____
- (a) Exploring data points
 - (b) Visualizing narrative flow
 - (c) Communicating through text
 - (d) Analyzing statistical charts
4. A communication tool that uses a sequence of sketches is _____
- (a) Role-play
 - (b) Mind map
 - (c) Scatter plot
 - (d) Storyboard
5. The key outcome of empathy mapping is _____
- (a) Statistical data
 - (b) Visual diagrams
 - (c) Deeper understanding of user needs
 - (d) Optimized project budgets
6. Journey maps are most effective for analysing which aspect of design?
- (a) User interactions over time
 - (b) System architecture
 - (c) Data visualization techniques
 - (d) The efficiency of algorithms
7. _____ element is critical in structural data visualization.
- (a) Text-only explanations
 - (b) Proportion and balance
 - (c) Numerical precision
 - (d) Randomization of data

8. What does the 'Modify' step in SCAMPER encourage?
- (a) Eliminating redundant elements
 - (b) Combining two ideas
 - (c) Reversing the entire process
 - (d) Changing or tweaking existing features
9. _____ involves listing all features or attributes of an object.
- (a) Reverse thinking
 - (b) Forced relationships
 - (c) Brain writing
 - (d) Attribute listing
10. The main objective of visual thinking techniques is
- (a) To eliminate creative processes
 - (b) To enhance logical thinking
 - (c) To stimulate creativity and innovation
 - (d) To standardize visual designs

Part B

(5 × 5 = 25)

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

11. (a) How do different visual elements contribute to data representation? Provide examples.

Or

- (b) Why is understanding your audience critical when designing a visualization?

12. (a) Define morphological analysis and explain its relevance in brainstorming and problem- solving.

Or

- (b) Describe how visual prompts can help in managing communication during a project.
13. (a) What is journey mapping, and how is it used to analyze user experiences? Provide an example.

Or

- (b) Outline the steps involved in taking a visual idea from concept to reality.
14. (a) How can the principles of “Emphasis” and “Eliminate” in SCAMPER improve visual communication?

Or

- (b) Describe how structural forms differ from traditional data visualization methods.
15. (a) Discuss the process of brain writing and its advantages over traditional brainstorming.

Or

- (b) How does daydreaming stimulate creativity in the visualization process?

Part C

(5 × 8 = 40)

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

16. (a) Summarize the process of creating an effective data visualization, starting from an idea to the final product.

Or

- (b) Explain the challenges involved in translating raw data into a meaningful visualization.

17. (a) Describe the importance of morphological analysis in visual problem-solving and provide an example of its application.

Or

- (b) Discuss the role of visual prompts and mapping techniques in managing and improving communication in a project.

18. (a) Analyze the steps involved in generating, selecting, and implementing a visual idea from concept to reality.

Or

- (b) Compare journey mapping and empathy mapping as visualization tools.

19. (a) Analyze the differences between traditional and artistic data visualization methods.

Or

- (b) Discuss the importance of proportion, balance, and patterns in structural artistic data visualization and provide examples.

20. (a) Outline the reverse thinking as a technique for generating innovative solutions.

Or

- (b) Recall the significance of visual thinking techniques in fostering creativity and innovation across various disciplines.
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C-7649

Sub. Code

83052

B.Sc. DEGREE EXAMINATION, APRIL 2026

Fifth Semester

Graphic Design

PRESENTATION DESIGNING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which visual asset can help simplify complex information in a presentation?
 - (a) Long paragraphs of text
 - (b) Charts and graphs
 - (c) Too many bullet points
 - (d) Flashy transitions and effects

2. Which font style is most appropriate for a professional presentation?
 - (a) Comic Sans
 - (b) Times New Roman
 - (c) Papyrus
 - (d) Arial or Helvetica

3. What should be avoided when selecting colors for text and background in a presentation?
 - (a) High contrast between text and background
 - (b) Using complementary colors to ensure readability
 - (c) Using colors that are too similar, making the text hard to read
 - (d) Choosing colors that reflect the tone of the presentation

4. What is the primary purpose of using icons in a presentation?
 - (a) To fill empty space on slides
 - (b) To illustrate key points or concepts in a visually appealing way
 - (c) To add decorative elements that do not support the content
 - (d) To make the slides appear more complex and busy

5. Which of the following is a good practice for planning content in a presentation?
 - (a) Using lengthy paragraphs of text.
 - (b) Filling every slide with data and numbers
 - (c) Avoiding bullet points at all costs
 - (d) Structuring the content to follow a clear, logical flow

6. Which of the following is a key principle of visual design for presentations?
 - (a) Keeping the design simple with minimal distractions
 - (b) Using multiple font styles on each slide
 - (c) Filling every slide with text to explain every detail
 - (d) Using loud colors to grab attention

7. What role does motivation play in the learning process?
- (a) It has no impact on learning outcomes
 - (b) It only affects short-term retention
 - (c) It is important only after learning is completed
 - (d) It increases the learner's engagement and willingness to apply new knowledge
8. What is the purpose of using surveys and questionnaires to assess presentations?
- (a) To test the presenter's knowledge
 - (b) To judge the presenter's public speaking skills
 - (c) To evaluate the effectiveness of the presentation and gather feedback from the audience
 - (d) To provide detailed feedback on content accuracy
9. What is meant by 'Achievable' in the context of setting presentation goals?
- (a) The goal should be impossible to reach to challenge the audience.
 - (b) The goal should be realistic and attainable given the resources and time
 - (c) The goal should be vague to allow flexibility
 - (d) The goal be set for the presenter, not the audience multiple outcomes
10. What does the "Specific" criterion in a SMART presentation goal refer to?
- (a) The goal should be broad and open-ended
 - (b) The goal should be set without any constraints
 - (c) The goal should clearly define what is to be accomplished
 - (d) The goal should focus on achieving multiple outcomes

Part B

(5 × 5 = 25)

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

11. (a) List the different types of visual assets commonly used in presentations and their purposes.

Or

- (b) Explain the importance of using a consistent font style and size in presentation design.

12. (a) List the different font styles typically used in presentations and provide examples of when each should be applied.

Or

- (b) Explain the significance of font selection for readability and audience engagement.

13. (a) Recall the main steps involved in planning the content for a presentation. What are the most essential aspects to focus on?

Or

- (b) Explain why defining your audience before planning the content is critical to success of a presentation.

14. (a) List the key elements involved in behavior change and describe element can be measured in a learning environment.

Or

- (b) Explain how skill development is linked to the acquisition of knowledge and the ability to apply it practically.

15. (a) Define the concept of SMART goals and explain each component in the context of presentation planning.

Or

- (b) Critically assess the impact of not setting achievable goals for a presentation.

Part C

(5 × 8 = 40)

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

16. (a) Apply the principles of color theory to design a visually appealing presentation slide. Provide an example using appropriate color schemes.

Or

- (b) Analyze the role of transitions and animations in a presentation. How can they impact audience engagement without overwhelming the message?

17. (a) Apply the concept of optimization to create a design plan for a presentation, ensuring all visual elements contribute to enhancing comprehension and clarity.

Or

- (b) Analyze the use of figures (charts, graphs, etc.) in a presentation. How do well-designed figures enhance audience comprehension compared to large amounts of text?

18. (a) Evaluate the importance of choosing the right fonts and colors for a presentation.

Or

- (b) Analyze the role of visual consistency in a presentation.

19. (a) Compare and contrast the effectiveness of using post-presentation discussions versus surveys for gathering feedback from the audience.

Or

- (b) Evaluate the use of tracking actions as a measure of a presentation's success.
20. (a) Design a strategy for ensuring that a presentation's goals are aligned with the audience's expectations and needs using the SMART framework.

Or

- (b) How does making a goal time-bound improve the planning and execution of a presentation? Provide examples of time-bound goals in different presentation scenarios.
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C-7650

Sub. Code

83061

B.Sc. DEGREE EXAMINATION, APRIL 2026

Sixth Semester

Graphic Design

PORTFOLIO AND PRESENTATION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. _____ type of portfolio is primarily used by artists and designers.
 - (a) Academic Portfolio
 - (b) Professional Portfolio
 - (c) Creative Portfolio
 - (d) Financial Portfolio

2. Which of the following is a “do” in portfolio development?
 - (a) Keep the layout clean and professional
 - (b) Use jargon that no one understands
 - (c) Include irrelevant for outdated work
 - (d) Avoid proofreading your content

3. _____ format is commonly used for creating digital portfolios
- (a) Physical binder
 - (b) PDF files, websites, or online platforms
 - (c) Handwritten notebooks
 - (d) Printed photo albums
4. _____ the purpose of a design document in digital portfolio production.
- (a) To randomly select projects for the portfolio
 - (b) To outline goals, target audience and content structure
 - (c) To provide personal contact information only
 - (d) To add unrelated creative ideas
5. What is an important consideration when preparing a print portfolio presentation?
- (a) Printing in black and white only
 - (b) Using very small fonts to fit more content
 - (c) Including handwritten notes only
 - (d) Using glossy paper and clear images
6. When presenting a TV or film portfolio, which technique is most effective
- (a) Reading a script word-for-word
 - (b) Showing unedited footage
 - (c) Speaking with any visual aids
 - (d) Showing a well-edited demo reel

7. _____ is a traditional marketing medium.
- (a) Instagram (b) Billboard
(c) Website (d) Email campaign
8. A well-designed web page helps in
- (a) Understanding users
(b) Increasing website bounce rate
(c) Providing information and improving user engagement
(d) Remain contact detail
9. “Tone” refer to _____ in portfolio presentation.
- (a) Font size
(b) Color of the page
(c) Volume of sound in videos
(d) Style and attitude of your content delivery
10. _____ is a key guideline when designing a portfolio layout
- (a) Make the layout visually clear and consistent
(b) Use random colours and fonts
(c) Include all projects regardless of quality
(d) Avoid white space

Part B

(5 × 5 = 25)

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

11. (a) List and describe four key elements of a portfolio.

Or

- (b) Name and briefly explain three types of portfolios.

12. (a) Mention do's and don'ts to keep in mind when developing a digital portfolio.

Or

- (b) Describe important production techniques used in creating a digital portfolio.

13. (a) Brief the main requirements for preparing a professional digital or printed portfolio for client or employer review?

Or

- (b) Describe how verbal and non-verbal communication skills contribute to an effective portfolio presentation.

14. (a) List and describe the key elements of an effective blog.

Or

- (b) Brief the basic principles of designing a professional web page with examples.

15. (a) List three important guidelines to follow when designing a portfolio.

Or

- (b) Why is budget planning necessary when preparing a professional portfolio?

Part C

(5 × 8 = 40)

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

16. (a) Discuss the importance of maintaining a portfolio and how it can benefit a professional in career advancement.

Or

- (b) Explain in detail the elements that should be included in a well-organized portfolio and why each element is important.
17. (a) Discuss how an effective digital portfolio can help professionals in showcasing their skills and work. Include examples.

Or

- (b) Explain in detail the purpose and components of a design document in digital media projects.
18. (a) Compare the presentation requirements and techniques for print, TV, and film portfolios. Include suitable examples.

Or

- (b) Explain in detail the format, structure, and content required for a professional portfolio presentation.
19. (a) Compare traditional marketing media with digital marketing platforms. How has the shift influenced how businesses analyze their markets and audiences.

Or

- (b) Explain the role of different marketing media (TV, web, social media, print) in conducting market analysis and reaching target audiences.

20. (a) Discuss the role of audience, tone, range and format in creating an effective portfolio. How do these components portfolio's success?

Or

- (b) Analyze the impact of design principles and guidelines on the overall effectiveness of a portfolio. Provide examples.
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C-7651

Sub. Code

83062

B.Sc. DEGREE EXAMINATION, APRIL 2026

Sixth Semester

Graphic Design

BUSINESS OF MEDIA

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. A sole trader is an example of which type of business
 - (a) Public sector
 - (b) Cooperative
 - (c) Private sector
 - (d) Not-for-profit

2. Which of the following is a characteristic of a public sector organization?
 - (a) Controlled and owned by the government
 - (b) Only includes partnerships
 - (c) Operated solely for profit
 - (d) Owned by private individuals

3. In a functional structure, employees are grouped by
 - (a) Product line
 - (b) Customer type
 - (c) Department or job role
 - (d) Age group

4. A business that structures itself based on product lines is using
 - (a) Customer-based structure
 - (b) Product-based structure
 - (c) Process-based structure
 - (d) Functional structure

5. Which of the following is an example of an external stakeholder
 - (a) Shareholder
 - (b) Manager
 - (c) Employee
 - (d) Local community

6. What type of stakeholder is a manager?
 - (a) External
 - (b) Internal
 - (c) Indirect
 - (d) Governmental

7. A business strategy is best described as
 - (a) list of employee duties
 - (b) detailed marketing report
 - (c) plan to achieve long-term goals
 - (d) financial summary

8. _____ function is part of human resource management
- (a) Conducting market research
 - (b) Managing inventory
 - (c) Recruiting and training staff
 - (d) Preparing tax returns
9. An example of verbal communication in business is
- (a) A video call with a client
 - (b) A notice on the bulletin board
 - (c) An email to the HR manager
 - (d) A company brochure
10. Which communication channel is typically used for instant messaging within teams?
- (a) Company report
 - (b) E-mail
 - (c) Business letter
 - (d) Internal chat platform

Part B

(5 × 5 = 25)

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

11. (a) Explain key differences between public sector and private sector organizations.

Or

- (b) What is a cooperative, and how does it differ from a typical private business?

12. (a) Explain why having a clear organizational structure is important for a business.

Or

- (b) Define the term span of control and explain how it affects the management of a business.

13. (a) Explain the difference between internal and external stakeholders with examples.

Or

- (b) Enlist the characteristics of stakeholders and role shareholders.

14. (a) Explain the difference between microeconomics and macroeconomics with an example.

Or

- (b) Explain how changes in 'price' and 'promotion' in the marketing mix can affect sales.

15. (a) Describe the difference between formal and informal communication, with examples.

Or

- (b) Describe the difference between a tall and a flat business structure and how each affects communication.

Part C

(5 × 8 = 40)

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

16. (a) Discuss the benefits and drawbacks for a business of operating as a franchise.

Or

- (b) “Not-for-profit organizations play an important role in society but face major challenges.” Discuss this statement.

17. (a) Compare the advantages and disadvantages of using a functional structure versus a product-based structure.

Or

- (b) Evaluate the impact of using a flat organizational structure compared to a tall one in a growing business.

18. (a) Discuss the possible conflicts between different stakeholders in a business. Use examples in your answer.

Or

- (b) Evaluate how a business might respond to the needs of both internal and external stakeholders. Discuss its pros & cons.

19. (a) Discuss how a business can use market segmentation to develop a more effective / marketing strategy. Justify with examples.

Or

- (b) Compare the advantages and disadvantages of operating in a monopoly versus a competitive market.

20. (a) A business is experiencing problems due to poor communication between departments. Discuss how this can affect its performance and how the business can improve communication.

Or

- (b) Compare the advantages and disadvantages of using verbal and written communication in a business context.
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