

C-7667

Sub. Code

83315

B.Sc. DEGREE EXAMINATION, APRIL 2026.

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. The combination of different elements to create a cohesive and aesthetically pleasing design refers to _____.
(a) Harmony (b) Balance
(c) Contrast (d) Repetition
2. The element of design that refers to the external boundaries of an object is _____.
(a) Line (b) Shape
(c) Form (d) Texture
3. The standard aperture value is _____.
(a) f/3.5 (b) 1/500s
(c) ISO 100 (d) 300 mm
4. _____ relies heavily on low light and long exposure settings.
(a) Portrait photography
(b) Landscape photography
(c) Night photography
(d) Street photography

5. The color scheme that consists of three colors placed side by side on the color wheel is _____.
- (a) Monochromatic (b) Analogous
(c) Complementary (d) Achromatic
6. In the subtractive color model, when you mix all colors together _____.
- (a) It creates white
(b) It creates black
(c) It creates a neutral gray
(d) It creates a random color
7. _____ is NOT a type of alignment in typography.
- (a) Left-aligned (b) Justified
(c) Center-aligned (d) Pixel-aligned
8. The main characteristic of raster graphics is that _____.
- (a) They use vector points
(b) They are resolution-dependent
(c) They are primarily black and white
(d) They contain only lines and curves
9. The grid type most commonly used in newspapers and magazines is _____.
- (a) Single-column grid (b) Manuscript grid
(c) Modular grid (d) Multicolumn grid
10. The purpose of margins in a layout is _____.
- (a) To create unnecessary empty space
(b) To provide breathing room and improve readability
(c) To add more decorative elements
(d) To increase text density

Part B

(5 × 5 = 25)

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

11. (a) What is the difference between symmetrical and asymmetrical balance?

Or

- (b) Define value in the context of design and explain its role.

12. (a) Define the rule of thirds and its application in composition.

Or

- (b) What are the differences between prime lenses and zoom lenses.

13. (a) Define split complementary colors and provide an example.

Or

- (b) Explain the difference between triads and tetrads.

14. (a) What are type families, and why are they important in design?

Or

- (b) Explain the difference between scaling and cropping in image editing.

15. (a) What are the benefits of using a grid system in design?

Or

- (b) Explain the importance of layout planning before execution.

Part C

(5 × 8 = 40)

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

16. (a) Write a detailed note on the principles of design with relevant examples.

Or

- (b) Explain lateral thinking and its role in developing creative solutions.

17. (a) Discuss the importance of lighting in photography and its types.

Or

- (b) Compare and contrast manual focus and autofocus systems in detail.

18. (a) Explain the characteristics of the additive color model and its applications.

Or

- (b) Elucidate the psychological effects of warm and cool colors in branding.

19. (a) Discuss the different classifications of typefaces and their appropriate uses.

Or

- (b) Explain the process of silhouetting an image and its uses in design.

20. (a) Elaborate on the different types of page layouts and their uses.

Or

- (b) Analyse the importance of templates in maintaining consistency across designs.

C-7668

Sub. Code

83323

B.Sc. DEGREE EXAMINATION, APRIL 2026.

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 bouncing back of light from a surface?
 - (a) Refraction
 - (b) Reflection
 - (c) Diffusion
 - (d) Absorption

2. The bending of light when passing through water or glass is called
 - (a) Reflection
 - (b) Scattering
 - (c) Refraction
 - (d) Dispersion

3. The lens used in still life photography greatly affects the _____ of the captured image.
 - (a) Form
 - (b) Composition
 - (c) Color
 - (d) Angle

4. _____ refers to making minor adjustments to images after capturing them to enhance quality.
- (a) Staging (b) Post Processing
(c) Composition (d) Framing
5. The _____ of a food photo impacts the visual narrative and platform suitability.
- (a) Angle (b) Density
(c) Lens (d) Context
6. Clean composition in food photography often requires effective _____ control for consistency.
- (a) DOF (b) Color
(c) Light (d) Lens
7. A _____ cover requires clear, high-resolution product images with clean styling.
- (a) Package (b) Magazine
(c) Tear (d) Grid
8. The reflection seen in metalware product photography is influenced by the _____ of light.
- (a) Temperature (b) Angle
(c) Color (d) Size
9. Creating a ghost mannequin effect for apparel product images is called _____.
- (a) Layering (b) Alpha masking
(c) Hollow man (d) Tuning
10. The process of adjusting edges and surfaces in a product image for a polished look is called _____.
- (a) Recolouring (b) Tuning
(c) Masking (d) Cropping

Part B

(5 × 5 = 25)

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

11. (a) Discuss how light can be used to create storytelling elements in an image.

Or

- (b) Describe the various elements of light and how they impact photographic composition.

12. (a) Discuss the role of post processing and context in finalizing still life photographs.

Or

- (b) Describe the process of placement and staging position in preparing a still life photograph.

13. (a) Explain the role of background selection in minimalistic food photography.

Or

- (b) Discuss the use of color palettes in food photography for cookbooks.

14. (a) Describe how product photography differs for package covers versus e-commerce platforms.

Or

- (b) Explain how knolling creates visual order and aids in brand presentation in product photography.

15. (a) Discuss the role of layer management while retouching product images in Photoshop.

Or

- (b) Describe the steps in creating composite backgrounds for product photography.

Part C

(5 × 8 = 40)

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

16. (a) Discuss how light quality and shape influence the mood of a photograph.

Or

- (b) Explain the use of light to convey emotion and gesture in storytelling photography.

17. (a) Explain the importance of framing and Depth Of Field (DOF) in still life composition.

Or

- (b) Explain how subsidiary contrast and density add depth to still life images.

18. (a) Describe the steps involved in creating tear sheets for magazines using food photographs.

Or

- (b) Explain how composition principles enhance storytelling in food photography.

19. (a) Discuss the editing and post-processing considerations for jewellery product photography.

Or

- (b) Explain how to use props effectively in beauty product photography to enhance storytelling.

20. (a) Explain the different methods of masking in Photoshop for product retouching.

Or

- (b) Discuss the application and advantages of alpha masking in product retouching.

C-7670

Sub. Code

83333

B.Sc. DEGREE EXAMINATION, APRIL 2026.

Third Semester

Photography

CONCEPTUAL PHOTOGRAPHY

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. _____ is NOT a key element of conceptual photography.
 - (a) Symbolism
 - (b) Staged composition
 - (c) Emotional detachment
 - (d) Creative storytelling

2. The major technological advancement in the 1980s and 1990s that influenced conceptual photography is _____.
 - (a) Introduction of color film
 - (b) Digital editing and manipulation
 - (c) Invention of the first camera
 - (d) The rise of television

3. In mythology, an owl is frequently used as a symbol of _____.
- (a) Wisdom and knowledge
 - (b) Speed and agility
 - (c) Happiness and celebration
 - (d) Fear and destruction
4. The metaphor "Time is a thief" means _____.
- (a) Time literally steals objects
 - (b) Time moves very slowly
 - (c) Time takes away moments of life just like a thief takes belongings
 - (d) Time is a criminal
5. _____ is an example of a contemporary photography genre.
- (a) Pictorialism
 - (b) Augmented reality photography
 - (c) Daguerreotype photography
 - (d) Cyanotype printing
6. The Indian photographer known for capturing black-and-white portraits of the Sidi community in India is _____.
- (a) Ketaki Sheth
 - (b) Prabuddha Dasgupta
 - (c) Sunil Gupta
 - (d) Atul Kasbekar
7. The movement that heavily influenced fine art photography is _____.
- (a) Surrealism
 - (b) Realism
 - (c) Romanticism
 - (d) Minimalism

8. _____ NOT a type of commercial photography.
- (a) Product photography
 - (b) Fashion photography
 - (c) Abstract fine art photography
 - (d) Advertising photography
9. The post-processing technique used in conceptual photography is _____.
- (a) High dynamic range
 - (b) Minimal contrast adjustment
 - (c) Image layering and surreal editing
 - (d) No post-processing is used
10. The conceptual photographers use metaphors in their work _____.
- (a) To add colors
 - (b) To enhance storytelling
 - (c) To test camera settings
 - (d) To remove distractions

Part B

(5 × 5 = 25)

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

11. (a) Discuss the role of digital manipulation in conceptual photography.

Or

- (b) Explain how light and shadows play a vital role in shaping the mood and message of a conceptual photograph.

12. (a) Analyse how photographers use objects symbolically to create metaphorical meaning in their images.

Or

- (b) How can the textures and colors in a photograph be compared using similes? List two examples.
13. (a) Describe the role of conceptual photography in contemporary art.

Or

- (b) Explain how contemporary photography is used to explore environmental and humanitarian issues.
14. (a) Give a brief account on how fine art photography uses composition, lighting, and editing to create an artistic impact.

Or

- (b) Account on how fine art photography differ from commercial photography.
15. (a) Compare the perspectives of a photojournalist and a fine art photographer in capturing an image.

Or

- (b) Discuss the challenges photographers face in conveying abstract concepts through visual storytelling.

Part C

(5 × 8 = 40)

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

16. (a) Explain in detail the role of symbolism and metaphors in conceptual photography with examples.

Or

- (b) Explore the ethical considerations in conceptual photography.

17. (a) Compare and contrast the use of symmetry and asymmetry in photography and explore how these compositional techniques affect the mood and message of an image.

Or

- (b) Write a detailed note on the advantages and disadvantages of nondestructive editing techniques.

18. (a) Examine the influence of globalization on contemporary photography and how it reflects cross-cultural perspectives.

Or

- (b) Discuss the role of drone photography and environmental activism in contemporary landscape photography.

19. (a) Examine the role of emotions and storytelling in fine art photography.

Or

- (b) Discuss the impact of contemporary Indian fine art photographers such as Raghu Rai and Dayanita Singh in shaping the field.

20. (a) Compare and contrast in detail the traditional photography techniques with experimental techniques used in conceptual photography.

Or

- (b) Analyze the role of social media in shaping modern photography.
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83334

B.Sc. DEGREE EXAMINATION, APRIL 2026.

Third Semester

Photography

DOCUMENTARY PHOTOGRAPHY

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Documentary photographers prefer black and white over color _____.
 - (a) Black and white eliminates distractions and emphasizes emotions
 - (b) Color is not used in documentary photography
 - (c) It makes the image appear more futuristic
 - (d) Black and white is the only accepted standard in photography competitions

2. _____ is most famous for his work documenting the Spanish Civil War and the effects of war on civilians.
 - (a) Sebastião Salgado
 - (b) Robert Capa
 - (c) Don McCullin
 - (d) James Nachtwey

3. _____ 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
4. _____ is known for using the lens of color to depict the complex human experience, such as in his work “Afghan Girl”.
- (a) Steve McCurry
 - (b) James Nachtwey
 - (c) Dorothea Lange
 - (d) Elliott Erwin
5. The composition technique commonly used to emphasize the subject in documentary photography is _____.
- (a) Centering the subject in every shot
 - (b) Leading lines and framing
 - (c) Only using a telephoto lens
 - (d) Avoiding depth of field
6. In photojournalism, what is the impact of manipulated images is that _____.
- (a) They improve the credibility of the photographer
 - (b) They can mislead audiences and compromise journalistic ethics
 - (c) They are necessary for dramatic effect
 - (d) They are always acceptable if the subject agrees

7. An important guideline when covering spot news is _____.
- (a) Focus only on dramatic elements, even if staged
 - (b) Capture events as they unfold without interfering
 - (c) Only use posed images for better composition
 - (d) Avoid taking pictures of people in distress
8. The key reason why some documentary photographers prefer black and white post-processing is _____.
- (a) It makes the image unrealistic
 - (b) It removes distractions and emphasizes composition
 - (c) It is easier to edit than color photography
 - (d) It ensures higher image resolution
9. The purpose of the photo curation process in documentary photography is _____.
- (a) Selecting the most impactful images that best tell the story
 - (b) Applying heavy filters to make images look dramatic
 - (c) Choosing only aesthetically pleasing images
 - (d) Avoiding the use of captions and descriptions
10. The term “dodging and burning” refers 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) Compare and contrast black and white documentary photography with colour documentary photography.

Or

- (b) Describe the role of composition skills in capturing impactful documentary photographs.

12. (a) Analyse how angles can influence the narrative in documentary photography.

Or

- (b) How does black-and-white photography enhance the emotional impact of documentary images.

13. (a) Analyse how depth of field influence storytelling in documentary photography.

Or

- (b) Brief on why prime lenses are often preferred in documentary photography over zoom lenses.

14. (a) Give a brief account on the significance of captions and metadata play in photojournalistic images.

Or

- (b) Explain the impact of photojournalism on public awareness and social change.

15. (a) Write notes on the role of contrast and exposure correction play post-processing.

Or

- (b) How does photo curation contribute to effective storytelling – Discuss.

Part C

(5 × 8 = 40)

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

16. (a) Compare and contrast the techniques used in human interest photography and social documentary photography.

Or

- (b) How do different cultural perspectives influence documentary photography? Provide examples.

17. (a) Write a detailed note on the ethical considerations a documentary photographer must keep in mind while capturing sensitive subjects or situations.

Or

- (b) Discuss the impact of digital photography and social media on the field of documentary photography.

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

Or

- (b) Discuss how motion blur or freezing action affect the storytelling in documentary photography.

19. (a) The evolutions of technology and social media have changed the responsibilities and challenges of a photojournalist” – Discuss.

Or

- (b) “It is important for photojournalists to verify facts and context before publishing images” – Discuss with examples.
20. (a) Explain the role of software like Adobe Lightroom and Photoshop in documentary photography post-processing.

Or

- (b) Mention the key differences between destructive and non-destructive editing, and why is non-destructive editing preferred.
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C-7672

Sub. Code

83336

B.Sc. DEGREE EXAMINATION, APRIL 2026.

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 genre of film characterized by exaggerated, often unrealistic action and heroism is _____.
(a) Drama (b) Action
(c) Documentary (d) Mystery
2. _____ refers to the arrangement of visual elements in a frame.
(a) Cinematography (b) Mise-en-scène
(c) Sound design (d) Editing
3. The film technique that helps transition from one scene to another while maintaining continuity is _____.
(a) Jump cut
(b) Fade out
(c) Match on action
(d) Split screen

4. _____ of the three-act structure introduces the main characters and setting.
- (a) First Act (b) Second Act
(c) Third Act (d) Epilogue
5. The editing technique used to create a visual rhythm and emotional impact is _____.
- (a) Continuity editing (b) Jump cut
(c) Montage (d) Cutaway
6. The camera movement used to reveal new information gradually is _____.
- (a) Pan (b) Tilt
(c) Zoom (d) Dolly-in
7. _____ is an advantage of digital filmmaking over analog.
- (a) Higher cost
(b) Limited post-production flexibility
(c) Instant review and editing capabilities
(d) Lower resolution
8. In traditional film processing “lab standards” refer to _____.
- (a) Digital storage formats
(b) Guidelines for developing and processing film stock
(c) Camera resolution settings
(d) Standardized lighting conditions
9. _____ is used to spread illumination evenly and reduce harshness.
- (a) Color gels (b) Fresnel lens
(c) Softbox (d) Snoot

10. _____ is placed in front of a light source to modify its hue or temperature.
- (a) Barn doors (b) Grid
(c) Color gels (d) Scrim

Part B

(5 × 5 = 25)

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

11. (a) Mention the key components of a storyboard.
- Or
- (b) Explain the function of lighting in visual storytelling.
12. (a) Define mise-en-scène and mention its impact on storytelling.
- Or
- (b) Explain the importance of filmic space in storytelling.
13. (a) Differentiate between synchronous and asynchronous sound.
- Or
- (b) Analyse how color grading affects storytelling in films.
14. (a) Brief on the different types of film stocks used in filmmaking.
- Or
- (b) Write a brief note on the aspect ratio in film production.
15. (a) Write a short note on different types of filters.
- Or
- (b) Mention the functions of lights..

Part C

(5 × 8 = 40)

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

16. (a) Write a detailed note on how different camera movements contribute to the storytelling process.

Or

- (b) Compare and contrast the storytelling conventions of classical Hollywood cinema and modern experimental films.

17. (a) Discuss the various stages of screenplay-development.

Or

- (b) Write a detailed note on the role and responsibilities of the Director.

18. (a) Analyze the dramatic and psychological impact of different camera angles in filmmaking.

Or

- (b) Explain the functions and importance of dialogue in film in detail with examples.

19. (a) Explain the role of composition in film production, discussing its key principles.

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.

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83343

B.Sc. DEGREE EXAMINATION, APRIL 2026

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. Which framing is widely used for full outfits in fashion?
(a) Close-up (b) Wide-shot
(c) Macro (d) Tilt
2. Which lighting style is used for dramatic shadows in headshots?
(a) Soft (b) Flat
(c) Diffused (d) Hard
3. Which of these modifiers is best for creating dramatic, specular highlights on the face with soft falloff?
(a) Softbox
(b) Octabank
(c) White Beauty Dish
(d) Umbrella

4. What is the main function of using grids on a softbox or reflector?
 - (a) Soften light further
 - (b) Increase light power
 - (c) Control light spill and direct the beam
 - (d) Add color to the light

5. A seven light setup in studio portraiture allows:
 - (a) Maximum control over highlights, background and hair lighting
 - (b) Complete shadow elimination
 - (c) Only silhouette effect
 - (d) A high-key white background

6. Black lights are used in portrait photography primarily to :
 - (a) Illuminate subjects normally
 - (b) Highlight fluorescent materials and UV-reactive powders
 - (c) Increase exposure
 - (d) Decrease background visibility

7. Painting with light typically requires :
 - (a) Fast shutter speeds
 - (b) Low ISO and small apertures
 - (c) Long exposure with light movement
 - (d) Strobe lighting only

8. Which modifier is known for producing a crisp, specular light with broad coverage ideal for full-body portraits?
- (a) Softbox (b) 7-foot silver umbrella
(c) Grid (d) Snoot
9. The use of draped fabric backdrops is best for :
- (a) Adding layered depth to portraits
(b) Product photography only
(c) High-speed photography
(d) Outdoor lighting setups
10. Lighting for commercial product photography should focus on :
- (a) Dramatic shadows
(b) Using low light only
(c) Heavy gain and noise
(d) Accurate color and clear highlights

Part B

(5 × 5 = 25)

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

11. (a) Differentiate between hard light and soft light, with examples of their application in headshot photography.

Or

- (b) Describe how aperture settings influence depth of field and bokeh in portrait photography inside a studio environment.

12. (a) Explain the differences between an Octabank and a Softbox in terms of light quality and usage scenarios.

Or

- (b) Discuss how a Strip Bank can be used to create rim lighting and edge highlights in portrait photography.

13. (a) Explain the technique of sideways clamshell lighting and how it differs from traditional clamshell lighting.

Or

- (b) Discuss the benefits of mastering multiple light setups for advanced portrait lighting control in a professional studio.

14. (a) Compare and contrast monolights and pack lights in terms of setup, portability and practical usage in a studio environment.

Or

- (b) Explain how light shaping tools can assist in reducing spill and focusing light on specific areas in a portrait shoot.

15. (a) Describe how the texture of draped backdrops can be emphasized or minimized using lighting techniques in portraiture.

Or

- (b) Explain the steps to achieve even, controlled lighting on a product for e-commerce photography.

Part C

(5 × 8 = 40)

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

16. (a) Discuss the role of shutter speed in controlling motion blur in studio photography, especially when using strobes and continuous lighting.

Or

- (b) Explain the importance of maintaining consistency in exposure and lighting while shooting multiple headshots on a white seamless background.
17. (a) Describe the purpose and benefits of using grids with light modifiers in studio setups.

Or

- (b) Explain how a White Beauty Dish shapes light differently from a standard softbox and when it's preferred.
18. (a) Describe troubleshooting steps if UV powder does not appear vibrant during a black light photoshoot.

Or

- (b) Explain the use of kicker lights in a multi-light setup for adding separation and depth in portraits.
19. (a) Discuss the artistic and technical considerations in controlling highlights and shadows to create depth in portraits.

Or

- (b) Explain the challenges and techniques involved in lighting a subject using only a 7-foot silver umbrella in a small studio.
20. (a) Discuss the differences in approach when lighting for a casual sitting portrait versus a formal classical portrait.

Or

- (b) Explain the use of lighting ratios in creating dimensionality in classical and traditional portraits.
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Sub. Code

83344

B.Sc. DEGREE EXAMINATION, APRIL 2026.

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. What is the key effect of a one-side light setup in beauty photography?
 - (a) Flat lighting
 - (b) High contrast and dimension
 - (c) Uniform exposure
 - (d) Blurred highlights

2. In a three-light cross setup, the cross light primarily enhances
 - (a) Hair lighting
 - (b) Skin smoothing
 - (c) Edge definition and shadow play
 - (d) Background exposure

3. Which lighting approach is best suited for conveying subject movement?
 - (a) Motion portrait
 - (b) Background creation
 - (c) Edgy portrait
 - (d) Catch light setup

4. Catch lights in the eyes are used to
 - (a) Blur the background
 - (b) Eliminate facial shadows
 - (c) Add life and sparkle to the eyes
 - (d) Reduce contrast

5. Which element adds energy and emotion to action-based commercial photography?
 - (a) High ISO
 - (b) Posing
 - (c) Strobes and gels
 - (d) Lens distortion

6. In commercial shoots, clothing and texture help to
 - (a) Increase exposure
 - (b) Reduce background noise
 - (c) Support branding and visual storytelling
 - (d) Sharpen the image

7. Which type of headshot is typically used for brand endorsements and advertisements?
- (a) Candid
 - (b) Environmental
 - (c) Iconic
 - (d) Commercial
8. Additive lighting in photography is used to
- (a) Reduce exposure time
 - (b) Layer and build light for specific visual effects
 - (c) Remove shadows completely
 - (d) Color balance in post-processing
9. In Lightroom, the module primarily used to rate and organize photos is
- (a) Develop
 - (b) Library
 - (c) Print
 - (d) Slideshow
10. Which Lightroom function allows tagging of multiple files efficiently?
- (a) Histogram
 - (b) Metadata viewer
 - (c) Batch file renaming
 - (d) File import

Part B

(5 × 5 = 25)

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

11. (a) Describe the lighting setup and mood created using a one-overhead light headshot.

Or

- (b) Explain how compositing is applied in a fashion shoot with lighting control.

12. (a) Discuss the use of backlighting and catch lights in portrait photography.

Or

- (b) Explain the role of digital environments in creating backgrounds.

13. (a) Explain how strobes and colored gels enhance mood in commercial action shots.

Or

- (b) Describe how posing and texture help build storylines in product photography.

14. (a) Describe the types of commercial headshots and their distinct visual needs.

Or

- (b) Discuss additive lighting and its benefits in stylized portraits.

15. (a) Write a short note on Library View and metadata presets in Lightroom.

Or

- (b) Explain the process of rating and flagging photos for selection in postprocessing.

Part C

(5 × 8 = 40)

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

16. (a) Discuss high-fashion photography using edgy three-light setup and capturing athletic intensity.

Or

- (b) Explain the key lighting challenges and solutions in one-side light beauty shots.

17. (a) Write an essay on lighting approaches for motion portraits and retouching in software.

Or

- (b) Describe the step-by-step process of creating a background using back light and digital elements.

18. (a) Explain the technical use of strobes, gels, texture, and posing in commercial fashion shoots.

Or

- (b) Discuss how to create impactful action-based photographs for brand advertising.

19. (a) Write in detail about retouching and post-production workflow for iconic headshots.

Or

- (b) Explain how styling influences lighting techniques in commercial portraits.

20. (a) Describe Lightroom's application settings, catalog settings and batch editing workflow.

Or

- (b) Discuss how keywording, metadata management, and file renaming streamline a photographer's workflow.
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83346

B.Sc. DEGREE EXAMINATION, APRIL 2026.

Fourth Semester

Photography

ADVERTISING, PR & BUSINESS OF MEDIA

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Who proposed the Hierarchy of Needs theory in advertising?
 - (a) Pavlov
 - (b) Maslow
 - (c) Freud
 - (d) Watson

2. The main function of advertising in the marketing process is to
 - (a) Distribute products
 - (b) Promote and communicate brand value
 - (c) Manage logistics
 - (d) Handle customer complaints

3. A testimonial campaign involves
 - (a) Launching new products
 - (b) Celebrity or user endorsement
 - (c) Price comparisons
 - (d) Technical product data

4. The Advertising Standards Council of India primarily works to
 - (a) Promote international brands
 - (b) Conduct market surveys
 - (c) Regulate advertising ethics.
 - (d) Develop ad jingles

5. The appeal in an advertisement refers to
 - (a) Font and layout
 - (b) Emotional or rational hook
 - (c) Legal validity
 - (d) Background color

6. Media planning involves
 - (a) Camera selection
 - (b) Scriptwriting
 - (c) Choosing media platforms for the campaign
 - (d) Budget editing

7. Public relations differs from advertising in that it
- (a) Is always paid
 - (b) Lacks strategy
 - (c) Focuses on goodwill and image
 - (d) Never involves media
8. A key function of a PR policy committee is
- (a) Print design
 - (b) Event decoration
 - (c) Decision-making on public communication strategies
 - (d) Video production
9. House journals are primarily used for
- (a) Advertising in newspapers
 - (b) Communicating internally within organizations
 - (c) Outdoor publicity
 - (d) Conducting market research
10. Media relations are important because
- (a) They increase production time
 - (b) They improve employee retention
 - (c) They facilitate effective communication through press and broadcast
 - (d) They limit media access

Part B

(5 × 5 = 25)

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

11. (a) Write a short note on the socio-economic effects of advertising.

Or

- (b) Discuss the status and evolution of the advertising industry in India.

12. (a) Describe the structure and functions of an advertising agency.

Or

- (b) Explain any two types of advertising campaigns with suitable examples.

13. (a) Discuss the elements of an advertising copy and their role.

Or

- (b) Explain the techniques involved in print ad production.

14. (a) Explain the four basic elements of Public Relations.

Or

- (b) Discuss how public opinion and publicity play a role in PR.

15. (a) Write a short note on the different tools of PR.

Or

- (b) Explain the role of media selection in publicity strategies.

Part C

(5 × 8 = 40)

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

16. (a) Explain the relevance of advertising in today's global marketing context with examples.

Or

- (b) Discuss the Stimulus-Response theory and its application in advertising.

17. (a) Describe the contemporary models of campaign planning and the advertising planning cycle.

Or

- (b) Write an essay on the types and roles of advertising agencies in India.

18. (a) Explain the components and appeals of audiovisual commercials with examples.

Or

- (b) Discuss media planning strategies across print, electronic, and digital platforms.

19. (a) Explain the evolution of Public Relations and its role as a management concept.

Or

- (b) Discuss the responsibilities of the Public Relations Counsel in an organization.

20. (a) Describe how communication with various PR publics is managed during major events.

Or

- (b) Elaborate on the use of periodicals, employee relations, and community media in PR.
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C-7676

Sub. Code

83351

B.Sc. DEGREE EXAMINATION, APRIL 2026

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 a type of defamation that occurs in a written or published form.
 - (a) Slander
 - (b) Libel
 - (c) Blasphemy
 - (d) Sedition
2. Under the IT Act 2000, publishing obscene content online is punishable under _____.
 - (a) Section 66A
 - (b) Section 67
 - (c) Section 79
 - (d) Section 497

7. The individuals can be prosecuted under _____ of the Official Secrets Act for leaking government information.
- (a) Section 3
 - (b) Section 5
 - (c) Section 9
 - (d) Section 12
8. _____ governs intellectual property rights worldwide.
- (a) TRIPS Agreement
 - (b) Kyoto Protocol
 - (c) Geneva Convention
 - (d) NATO Treaty
9. The digital piracy is _____.
- (a) Downloading software from an official website
 - (b) Illegally copying and distributing copyrighted digital content
 - (c) Streaming content on a illegal platform
 - (d) Purchasing a book from a online bookstore
10. Suo Motu action means _____ in the legal context.
- (a) A case filed by an individual against the government
 - (b) An action taken by the court on its own without a formal petition
 - (c) A legal appeal against a lower court's decision
 - (d) A directive issued by the legislature to the judiciary

Part B

(5 × 5 = 25)

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

11. (a) Write a brief note on Gagging act.

Or

- (b) Mention the restrictions imposed on the right to freedom of speech and expression.

12. (a) Brief on the role of code of criminal procedure in regulating media related offences.

Or

- (b) Differentiate between Defamation and Insult.

13. (a) Mention the Key Provisions of Contempt of court act 1971, with its significance.

Or

- (b) What is meant by copyright infringement? Explain any two common forms of copyright violation in the media industry.

14. (a) Press Council of India a Paper Tiger? – Substantiate.

Or

- (b) Explain the process of newspaper registration under the Press and Registration of Books Act.

15. (a) Describe the importance of self-regulation in media organizations.

Or

- (b) Write about the key principles of the ASCI Commercial Code.

Part C

(5 × 8 = 40)

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

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

Or

- (b) Discuss the importance of freedom of the press in a democratic society.

17. (a) Discuss in detail about the essential elements of defamation and the legal remedies available for individual.

Or

- (b) Discuss the scope and significance of Indian Penal code in maintaining law and order.

18. (a) Analyse the need and use of the copyright. List the main tenants of the copyright Act.

Or

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

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

Or

- (b) It is imperative for a journalist to have a basic knowledge of the constitution”- Discuss.

20. (a) How can media organizations balance commercial interests with ethical journalism? Provide suitable case studies.

Or

- (b) Evaluate the effectiveness of existing laws in India to combat fake news and misinformation.
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C-7677

Sub. Code

83352

B.Sc. DEGREE EXAMINATION, APRIL 2026.

Fifth Semester

Photography

PORTFOLIO AND PRESENTATION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The primary benefit of having a professional portfolio is
 - (a) To increase the number of projects you can display
 - (b) To enhance your reputation and credibility in your field
 - (c) To showcase work without any specific context
 - (d) To have a collection of all work completed, regardless of relevance

2. The purpose of including work samples in a portfolio is _____
 - (a) To showcase your best and most relevant work
 - (b) To display every piece of work you have done
 - (c) To present unfinished or low-quality work
 - (d) To fill up space with various types of work

3. The goal of content curation in a digital portfolio is to _____
- (a) Showcase all work
 - (b) Display relevant, impactful work
 - (c) Include unrelated work
 - (d) Fill space with many pieces
4. The purpose of navigation flow in a portfolio is _____
- (a) To make the portfolio complex
 - (b) To confuse users with many sections
 - (c) To guide users with a clear structure
 - (d) To add excessive links
5. The key to effective use of visual aids in a presentation is _____
- (a) Use as many visuals as possible
 - (b) Ensure visuals are simple, clear, and relevant
 - (c) Make the slides highly detailed with text
 - (d) Rely on visuals instead of speaking
6. A presenter dresses _____ for a professional presentation.
- (a) Casual, to appear relaxed
 - (b) Overly formal, to seem distant
 - (c) Appropriately for the occasion, reflecting professionalism
 - (d) In distracting, bright colors to grab attention

7. The primary purpose of a business card in marketing is _____
- (a) To showcase personal artwork
 - (b) To provide a professional and quick way to share contact details
 - (c) To replace online advertising
 - (d) To serve as a document for legal agreements
8. The standard of size of a business card in India is _____
- (a) 85×55 mm (3.35×2.17 inches)
 - (b) 91×55 mm (3.58×2.17 inches)
 - (c) 88.9×50.8 mm (3.5×2 inches)
 - (d) 89×51 mm (3.5×2 inches)
9. Maintenance of regular portfolio maintenance is important
- (a) To keep content updated and relevant
 - (b) To remove all previous work
 - (c) To make the portfolio longer
 - (d) To avoid showcasing past projects
10. The key guideline for portfolio is _____
- (a) Include excessive, irrelevant details
 - (b) Keep content concise and visually appealing
 - (c) Use different styles on every page for variety
 - (d) Avoid organizing the content logically

Part B

(5 × 5 = 25)

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

11. (a) What is an e-portfolio, and how is it different from a digital portfolio.

Or

- (b) Analyse the role of storytelling in portfolio development.

12. (a) Explain the importance of testing and optimization in digital media creation.

Or

- (b) Discuss the role of editing and refining in digital media creation.

13. (a) “Time management is critical in a presentation”- Discuss.

Or

- (b) Mention the key aspects of professional appearance and demeanour during a presentation.

14. (a) Analyse the importance of a logo on a business card.

Or

- (b) How can Call-to-Actions, Google Ads, and affiliate marketing help monetize a blog? Explain.

15. (a) Analyse how layout, typography, and color schemes enhance portfolio design and usability.

Or

- (b) Compare the benefits and drawbacks of digital vs. physical portfolios.

Part C

(5 × 8 = 40)

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

16. (a) Explain the importance and techniques of organizing a portfolio by category.

Or

- (b) Explain the role of work samples in a portfolio. How do they demonstrate your skills and expertise to potential employers or clients?

17. (a) Why is user experience important in portfolio creation, and how does it enhance the user's journey? Explain.

Or

- (b) Analyze the key elements of an effective digital showcase in a portfolio and their impact on presenting your work.

18. (a) Discuss the importance of the Q&A session in a presentation to enhance credibility.

Or

- (b) Examine the strategies for engaging an audience in a presentation.

19. (a) Analyze how social networking influence modern marketing.

Or

- (b) How does selecting the right social networking platform impact business marketing success, audience engagement, and brand awareness? Explain.

20. (a) “Deadline planning is crucial in portfolio development”-Discuss.

Or

(b) Explain the importance of feedback and iteration in portfolio enhancement.

C-7678

Sub. Code

83361

B.Sc. DEGREE EXAMINATION, APRIL 2026.

Sixth Semester

Photography

CINEMATOGRAPHY

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is a principle of composition in cinematography?
 - (a) Cross-fade
 - (b) Rule of thirds
 - (c) Jump cut
 - (d) Timecode

2. A storyboard is primarily used for
 - (a) Color correction
 - (b) Editing sound
 - (c) Planning shots and visuals
 - (d) Lighting analysis

3. What does the aperture in a camera control?
 - (a) White balance
 - (b) Frame rate
 - (c) Depth of field and light entering
 - (d) Color temperature

4. Which lens typically produces the most distortion?
(a) Telephoto lens (b) Normal lens
(c) Wide-angle lens (d) Macro lens
5. A “Medium Close-Up” shot typically frames the subject
(a) From head to toe
(b) From chest to head
(c) From waist to knees
(d) Only the eyes
6. Which camera movement involves moving the camera around the subject in a circular motion?
(a) Pan (b) Tilt
(c) Circular move (d) Zoom
7. The fill light in three-point lighting is mainly used to
(a) Create harsh shadow
(b) Provide the main illumination
(c) Soften shadows created by the key light
(d) Light the background
8. Which of the following is NOT a type of light?
(a) LED softbox (b) Kino Flo
(c) Par Light (d) Tripod
9. Which accessory is used to support and stabilize the camera during handheld shots?
(a) Matte box (b) Jimmy Jib
(c) Steadicam (d) Rain deflector
10. What is the purpose of a ND filter?
(a) Increase ISO
(b) Reduce light intensity
(c) Boost contrast
(d) Alter color saturation

Part B

(5 × 5 = 25)

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

11. (a) Explain the concept of framing and headroom in cinematography.

Or

- (b) Describe different types of camera perspectives used in composition.

12. (a) Write a note on lens speed and how it affects image capture.

Or

- (b) Explain the illusion of depth in cinematography and how lenses help achieve it.

13. (a) Describe the use of different camera angles such as high angle, low angle, and eye level.

Or

- (b) What is a tracking shot? Describe its impact and application.

14. (a) Discuss the components and importance of three-point lighting.

Or

- (b) Explain contrast and visual intensity in lighting for cinematic storytelling.

15. (a) Write a short note on the functions of a matte box and rain deflector.

Or

- (b) Explain the role of flags and diffusers in modifying light during a shoot.

Part C

(5 × 8 = 40)

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

16. (a) Describe the rule of thirds, different line perspectives and their role in creating cinematic balance.

Or

- (b) Explain the use of aspect ratio, FPS, and color patterns in enhancing visual storytelling.

17. (a) Write an essay on the types of lenses and how they influence perspective and field of view.

Or

- (b) Discuss aperture, shutter speed, and depth of field with real-time camera usage examples.

18. (a) Explain various camera movement and their narrative function with examples.

Or

- (b) Discuss the role of shot size and camera angle in visual storytelling and audience view point.

19. (a) Illustrate lighting for facial expression and emotion using practical lighting setups.

Or

- (b) Explain different types of lights used on set and how to achieve cinematic contrast.

20. (a) Discuss the utility of camera accessories in professional production with examples.

Or

- (b) Describe how filters and modifiers contribute to mood, tone, and image clarity.

C-7679

Sub. Code

83362

B.Sc. DEGREE EXAMINATION, APRIL 2026.

Sixth Semester

Photography

ANALOG PHOTOGRAPHY

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What does “f/stop” control in a camera lens?
 - (a) Shutter speed
 - (b) Depth of field and exposure
 - (c) Film speed
 - (d) ISO sensitivity

2. Which of the following lenses has a fixed focal length?
 - (a) Zoom lens
 - (b) Macro lens
 - (c) Tilt-shift lens
 - (d) Prime lens

3. The Sunny 16 rule is used to
 - (a) Calculate shutter speed indoors
 - (b) Estimate exposure in daylight without a meter
 - (c) Adjust aperture for flash photography
 - (d) Balance color temperature

4. A guide number (GN) is associated with
 - (a) Lens sharpness
 - (b) Light meter readings
 - (c) Flash output
 - (d) Aperture ring

5. What does “bokeh” refer to in photography?
 - (a) Flash duration
 - (b) Background blur quality
 - (c) Shutter movement
 - (d) Color sharpness

6. The sharpest aperture on most lenses is typically
 - (a) Wide open
 - (b) $f/1.4$
 - (c) $f/16$
 - (d) $f/8$

7. Which of the following is used in SLR cameras for viewfinder display?
 - (a) Coupled rangefinder
 - (b) LCD screen
 - (c) Pentaprism
 - (d) Leaf shutter

8. TTL stands for
 - (a) Time-to-Light
 - (b) Through-the-Lens
 - (c) Top Telephoto Lens
 - (d) Total Tonal Level

9. What does an ND filter primarily do?
 - (a) Increase saturation
 - (b) Change color temperature
 - (c) Reduce the amount of light entering the lens
 - (d) Enhance sharpness

10. Full frame film format typically uses
- (a) 110 mm film
 - (b) 126 mm film
 - (c) 135 mm film
 - (d) 220 mm film

Part B

(5 × 5 = 25)

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

11. (a) Explain focal length and its relationship to angle of view with examples.
- Or
- (b) Describe lens flaws such as distortion and vignetting.
12. (a) Discuss the role of shutter speed in capturing motion.
- Or
- (b) Explain the working of light meters and exposure value (EV).
13. (a) What is diffraction and how does it affect image sharpness?
- Or
- (b) Describe the concept of motion blur and its creative applications.
14. (a) Compare rangefinder and SLR focusing systems.
- Or
- (b) Write about the function of mirror lock-up in analog photography.
15. (a) Explain different types of filters used in black-and-white photography.
- Or
- (b) Describe the procedure for processing black-and-white film.

Part C

(5 × 8 = 40)

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

16. (a) Describe the construction and function of lens elements and the importance of coatings.

Or

- (b) Explain in detail the various types of lenses and their characteristics in analog photography.

17. (a) Discuss the complete exposure triangle-aperture, shutter speed, and ISO-and how to balance them.

Or

- (b) Explain multiple exposure techniques and the concept of light value (LV) tables.

18. (a) Write an essay on depth of field, including how to use depth-of-field scale and bokeh artistically.

Or

- (b) Discuss the effects of aperture changes on vignetting and diffraction in analog cameras.

19. (a) Describe different types of viewfinders and how magnification and brightness affect user experience.

Or

- (b) Explain focusing techniques in rangefinders and SLRs with emphasis on zone focusing.

20. (a) Detail the uses of color and ND filters und how they affect tone and exposure in analog photography.

Or

- (b) Write an essay on film formats, sharpness and the differences between negative and slide films.