

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2018

Course: Design, Graphics and Photography cc: BCG151

Semester: V

Programme: BBA Media Management

Time: 03 hrs.

Max. Marks: 100

Instructions:

SECTION A

S. No.	Choose the correct answer. Each question carries 2 Mark	Marks	CO
Q 1	<ol style="list-style-type: none">1. In the Dark Ages and Middle Ages, books were usually only owned by<ol style="list-style-type: none">a) Monasteriesb) Educational institutionsc) Extremely rich peopled) All of the above2. One of the earliest surviving books printed in wooden block fashion was related to<ol style="list-style-type: none">a) an ancient Buddhist text.b) The Diamond Sutra.c) was created in 868 during the Tang (T'ang) Dynasty.d) Around 618-909AD in China.e). All of the above3. Basic Elements of Design are -<ol style="list-style-type: none">a) Line.b) Shape.c) Space.d) Texture.e). All of the above4. What gave idea to Johannes Gutenberg to print material.<ol style="list-style-type: none">a. Woodb. Bouquetc. Mirrord. Bible5. Media is considered as a modern commodity because of<ol style="list-style-type: none">a. use of specialized technologyb. selling of the syndicated rights globallyc. the most authentic source of informationd. all the above	2X 10 =20	CO1 ,2

	<p>6. Which of the following theories stress that mass media in a society is controlled by the state power?</p> <ol style="list-style-type: none"> Normative Authoritarian libertarian Social Responsibility <p>7. Which of the following theories focuses on freedom of speech and expression?</p> <ol style="list-style-type: none"> Libertarian Theory Democratic Participant Theory Development Media Theory none <p>8. According to Social responsibility Theory, who is responsible for the media content ?</p> <ol style="list-style-type: none"> editors reporters proprietors all the above <p>9. Which one of the following is the source of revenue for media ?</p> <ol style="list-style-type: none"> selling ad spaces campaigning both none <p>10. Viewer-ship in broadcast media depends on the _____.</p> <ol style="list-style-type: none"> number of audiences Television Rating Point quality of news none 		
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SECTION B

Q 3	<p style="text-align: center;">Write short notes on any four (limit of 200 words)</p> <ol style="list-style-type: none"> DPI. Red Eye. Captioning image Computer graphics. Text Only Design in TV. 	5X4=20	CO2 ,3
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SECTION-C. Attempt all

Q 4	What are different forms of onscreen electronic media design. Explain three of them with usages.	10	CO2
Q 5	What is digital dark room? How it is different from dark room concept of photography some years back?	10	CO3

Q 6	Explain briefly about the Photoshop and its five work areas?	10	CO3
SECTION-D			
	Case Study Analysis Your college is organizing a cleanliness drive on occasion of Gandhi Jayanti. You have been asked to lead the team entrusted for designing communicational campaign, which includes design, graphics and photography. You have been asked to arrange for funds, manpower and market the event on all platforms available.		
Q7	How you are going to design campaign. Also, mention steps for arranging funds in your city. Give at least three suggestions.	10	CO3
Q8.	How will plan the event on the day. A brief in 10 pointers only.	10	CO4
Q9.	What are various marketing platforms available? Name three and explain how you will benefit maximum out it.	10	CO5