

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, December 2019**

**Course: Design, Graphics and Photography**

**Program: BBA MM**

**Course code: HUMN3007**

**Instructions:**

**Semester: V**

**Time: 03 Hours**

**Max. Marks: 100**

**SECTION A**

**( 20 Marks)**

Q1	Choose Correct answer.	Marks	
	<p>1. Which is the King of page layout? A. Quark Express B. Page Maker C. In design D. Publisher</p> <p>2. Which is not a big player of image manipulation? A. Photoshop B. Fireworks C. Coral D. MS word</p> <p>3. Which is the File format available for Presentation Graphics? A. GIF B. JPG C. BMP D. All of the above</p> <p>4. PNG, JPG and GIF are format of? A. Picture B. Article C. Video D. None of the above</p> <p>5. The amount of light or darkness on a photograph is known as the? A. Exposure B. Shutter Speed C. Contrast D. Sharpness</p> <p>6. The amount of light passing through a lens is defined by the? A. Shutter Speed B. Aperture C. Film Speed D. Exposure</p>	<b>10X1 =10</b>	<b>CO1</b>

	<p>7. What is shutter speed measured in?  A. Spots  B. F Number  C. Seconds  D. Exposures</p> <p>8. A low aperture would create....?  A. A smaller depth of field.  B. A larger depth of field.  C. Doesn't change of depth of field.  D. None of the above</p> <p>9. The balancing of light within a photograph is known as the?  A. White balance.  B. The aperture.  C. The Shutter Speed.  D. The Exposure</p> <p>10. Which is a digital photograph file format?  A. Word  B. JPEG  C. CAD  D. BETA</p>														
Q2	<p>Make a Graphics on following DATA</p> <p>Total amount transfers to states and UTs, as per union budget 2019-20.</p> <table> <tr> <td>2016-2017</td> <td>----</td> <td>9.86</td> </tr> <tr> <td>2017-2018</td> <td>----</td> <td>10.85</td> </tr> <tr> <td>2018-2019</td> <td>----</td> <td>12.46</td> </tr> <tr> <td>2019-2020</td> <td>----</td> <td>13.70</td> </tr> </table>	2016-2017	----	9.86	2017-2018	----	10.85	2018-2019	----	12.46	2019-2020	----	13.70	<b>10</b>	<b>CO2</b>
2016-2017	----	9.86													
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<b>SECTION B ( 20 Marks)</b>															
Q3	Write a short answer of following question. (any Four)														
	<p>1. ILLUSTRATION and SKETCH</p> <p>2. What is the purpose of using Layers?</p> <p>3. Which is Warm and Cool Colours?</p> <p>4. What is Masking and Cropping? What is its purpose?</p> <p>5. What are the advantages of aerial photographs?</p>	<b>5X5 =20</b>	<b>CO3</b>												
<b>SECTION-C ( 30 Marks)</b>															
Q4	Given answer any three question														
	1. What is the Design Elements for Audio and Video?	<b>10X3</b>	<b>CO3</b>												

	<p>2. What is different between Calligraphy and typography?</p> <p>3. Discuss in brief the elements of visual image interpretation?</p> <p>4. What is the function of pictures in an article? How should these be chosen?</p>	<b>=30</b>	
<b>Q5</b>	<b>Section D</b>	<b>(30 Marks)</b>	
	1. If you are designing a website, what are important points on you focus?	<b>15</b>	<b>CO4</b>
	2. Increasing uses of Social media is dangerous for society, do you agree or disagree? Write point wise your opinion?	<b>15</b>	<b>CO4</b>