

Central University of Haryana

Fourth Semester Term End Exam June 2023

Programme: Master of Journalism and Mass Communication Session: 2022-2023

Semester: Fourth Maximum

Time: 03 Hour

Course: Communication Skills

Maximum Marks: 70

Course Code: SHSS DJMC 010430C 3105

Please Note:

1. Section one has seven questions and students are required to answer any four.

Each question carries three and half Marks.

2. Section No. 2 to 5 have three questions each and students are required to answer any two questions from each section. Each question carries seven marks.

Section 1

Q. a. Communication Process

Q. b. Writing Styles

Q. c. Accent

Q. d. Memo

Q. e. Greetings

Q. f. Vocabulary

Q. g. Traits of personality

Section 2

Q. a. Write a comprehensive note on 'Motives for Communication'.

Q. b. What are Barriers and its types to Effective Communication?

Q. c. Write an extensive note on 'Effective Communication and its benefits.

Section 3

Q. a. Write a note on 'JAM (Just a Minute Talk)'.

Q. b. Elaborate comprehensively about 'Letter Writing'.

Q. c. Formal and Literary writing still playing an important role in effective Communication skills.

Section 4

Q. a. What is Spoken Language? What is the role of vocabulary in spoken language?

Q. b. Write a note on Public Speaking in your own words.

Q. c. Group Discussion is one of the important event to nurture the personality. Explain.

Section 5

Q. a. Elaborate 'Dress Code' in your words.

Q. b. Write a note on Non- Verbal Communication.

Q. c. How Mannerism and Etiquette are important to improve the personality of a person?

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations June/July 2023

Programme: MAJMC

Session: 2022-23

Semester: Fourth

Max. Time: 3 Hours

Course Title: Social Media Marketing

Max. Marks: 70

Course Code: SHSS DJMC 010434 GEC 3104

Instructions:

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.
2. Question no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) Define social product.
- b) What is meant by social advertising?
- c) What is the role of social media in social marketing?
- d) What are social packages?
- e) Need and Significance of Media in social marketing.
- f) What is the concept of pricing in social marketing products?
- g) Explain social marketing model.

Q 2. (2X7=14)

- a) Define Social Marketing. How is it different from Marketing?
- b) What are the basic principles of social marketing?
- c) What do you understand by CSR? Explain with the help of some examples.

Q3. (2X7=14)

- a) What is the role of media in contemporary social issues?
- b) Discuss major environmental protection movements in India.
- c) What should be appropriate media communication for social harmony?

Q 4. (2X7=14)

- a) Highlight the role of social marketing in changing public behavior with example.
- b) What are the major steps involved in social marketing campaign?
- c) What are different tools of social marketing? Elaborate the need and significance of social marketing.

Q 5. (2X7=14)

- a) How to effectively manage a social program?
- b) Which qualities are required for a good social program?
- c) Explain some popular social marketing campaigns in India.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations June/July 2023

Programme: MAJMC

Session: 2022-23

Semester: Fourth

Max. Time: 3 Hours

Course Title: Social Media Marketing

Max. Marks: 70

Course Code: SHSS DJMC 010434 GEC 3104

Instructions:

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.

2. Question no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) Define social media.
- b) Explain social advertising.
- c) Discuss the role of social media in social marketing.
- d) What are social packages?
- e) Role of Electronic media in Social marketing.
- f) What is the concept of pricing in social marketing products?
- g) Explain social marketing model.

Q 2. (2X7=14)

- a) What are the similarities and differences between Marketing and Social Marketing?
- b) How to effectively distribute social products?
- c) What is Corporate Social Responsibility? Explain with the help of some examples.

Q3. (2X7=14)

- a) How media contributes in combating contemporary social issues?
- b) Discuss about major social issues in India.
- c) What should be appropriate communication strategy for social harmony?

Q 4. (2X7=14)

- a) Write a note on the role of social marketing in changing public behavior.
- b) Explain the major steps involved in a social marketing campaign.
- c) What is the need and significance of social marketing?

Q 5. (2X7=14)

- a) What is a social program? Discuss the steps involved in planning social programs.
- b) How to monitor and evaluate social program?
- c) Explain some popular social marketing campaigns in India.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations June/July 2023

Programme: MAJMC

Session: 2022-23

Semester: Third

Max. Time: 3 Hours

Course Title: Event Management

Max. Marks: 70

Course Code: SHSS DJMC 010325 GEC 3104

Instructions:

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.
2. Question no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) What is the need of event management?
- b) What is meant by Event logistics?
- c) What is the role of media in event management?
- d) What are Media kits?
- e) Explain Media Briefing.
- f) What is the concept of branding through events?
- g) What are the consideration while risk assessment for any event?

Q 2. (2X7=14)

- a) Discuss the scope of Event Industry in India.
- b) What are the benefits of professional event management?
- c) Explain different types of events with the help of some examples.

Q3. (2X7=14)

- a) What is the role of planning in event management?
- b) What are the steps involved in preparing an event proposal?
- c) What kind of permissions and licenses are required for various events?

Q 4. (2X7=14)

- a) Highlight the role of marketing mix in Event Management.
- b) What do you understand by pitching for event sponsorship? How it can be done effectively?
- c) What are different ways of branding through events?

Q 5. (2X7=14)

- a) How to effectively manage crowd in any event?
- b) What is Contingency plan? What should be considered in preparing contingency plan for any event?
- c) Explain some examples of effective crisis management in any event.

Central University of Haryana

Semester Term End Exam June 2023

Programme: Master of Journalism and Mass Communication

Session: 2023-2024

Semester: Second

Maximum Time: 03 Hour

Course Title: Communication Research

Maximum Marks: 70

Course Code: SHSS DJMC 010209 C 3205

Please Note:

1. Section No. 1 has seven questions and students are required to answer any four. Each question carries three and half (3.5) Marks.
2. Section No. 2 to 5 have three Questions each and students are required to answer any two questions from each section. Each question carries Seven (7) Marks.

Section 1

- Q. a. Social Research
- Q. b. Correlation
- Q. c. Triangulation Approach in Research
- Q. d. Positivist Perspective
- Q. e. Positional Mean
- Q. f. Test of Hypothesis
- Q. g. Deconstruction

Section 2

- Q. a. What is Communication Research? Also define its types and approaches.
- Q. b. What do you mean by Research Design? How research design helps to receive the target in research, define.
- Q. c. Comprehensively define the Qualitative and Quantitative research approaches in research.

Section 3

- Q. a. What is Sampling? Define its different Methods and Types.
- Q. b. What do mean by Data? How data can be collected for research purpose? Define any one of the Data Collection Tool of your choice.

Q. c. Discuss the different types of Variables and their importance in communication research.

Section 4

Q. a. Elaborate different type of Dispersion and its uses in research.

Q. b. Define Central Tendency and its different types.

Q. c. How Content Analysis is important in research? Define.

Section 5

Q. a. Define comprehensively the Textual and Intertextual approaches of research

Q. b. What is Ethnographic of Communication. How it is useful in communication research?

Q. c. How Disclosure Analysis structured? How ideologies constructed in such discourses.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, July 2023

Programme: MAJMC

Session: 2023-2024

Semester: II

Max. Time: 2.30 Hours

Course Title: Digital Media

Max. Marks: 50

Course Code: SHSS DJMC 010211 C 3115

Instructions:

1. Question no. 1 has seven subparts and students need to answer any four. Each subpart carries two and half marks.
2. Question no. 2 to 5 have three subparts and students need to answer any two subparts of each question. Each subpart carries five marks.

Question No. 1.

(4X2.5=10)

- a) Digital Native?
- b) Hits?
- c) Algorithms?
- d) Wearables?
- e) Monetization
- f) Media Literacy.
- g) Links?

Question No. 2.

(2X5=10)

- a) Explain in detail various characteristics of digital media with examples.
- b) Write a detail note on growth and development of digital media.
- c) Write a critical note on various de merits of the digital media.

Question No. 3.

(2X5=10)

- a) What is digital divide? Discuss its advantage and disadvantages.
- b) Define convergence and write a note how it is beneficial for the media industry.
- c) Explain various principles of digital media marketing with examples.

Question No. 4.

(2X5=10)

- a) What type of essential skills are required to become a multimedia journalist?
- b) Discuss in detail importance of UGC (User Generated Content) in the social media age.
- c) What skills are required to become film journalists? Discuss with examples.

Question No. 5.

(2X5=10)

- a) Write a critical note on emergence of You Tuber Journalism in your state.
- b) How blogging is a tool of participatory Journalism? Discuss with examples.
- c) How Twitter is useful for digital Journalist? Discuss with examples.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, July 2023

Programme: MA JMC Previous

Session: 2023

Semester: II

Max. Time: 3 Hours

Course Title: Communication for Development

Course Code: SHSS DJMC 010210 C 320

Max. Marks: 70

Instructions:

1. Question no. 1 has seven subparts, and students must answer any four. Each subpart carries three and a half marks.
2. Questions no. 2 to 5 have three subparts and students need to answer any two subparts of each question. Each subpart carries Seven marks.

QuestionNo.1.

(4X3.5=14)

- a) What is the Idea of Happiness?
- b) What is Development?
- c) Explain the Features of Development Communication?
- d) Define Development Communication?
- e) What is Health Communication?
- f) What is the digital divide?
- g) Explain Social Marketing.

QuestionNo.2.

(2X7=14)

- a) Explain Five-year Planning and what is its impact on Development Communication?
- b) What is the relation between Skill education and development Communication?
- c) What is the Diffusion of innovation model? Explain five adoption categories.

QuestionNo.3.

(2X7=14)

- a) How does globalization play an important role in the development of Communication?
- b) How does RTI play an important role in the development of Communication?

c) What is social marketing? How social marketing plays an important role in development.

Question No.4

(2X7=14)

- a) Why radio is a necessary tool for development communication?
- b) What is the role of leadership in development communication? Explain with a suitable example.
- c) How Modernisation is helpful for development communication? Explain with a suitable example.

Questions No.5

(2X7=14)

- a) How Empathy concept is helpful for the development of communication? Explain it.
- b) Explain different extension service that is helpful for the development of communication in Haryana.
- c) How does E-Governance play an important role in the development of communication?

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, June 2023

Programme: MAJMC

Session: 2022-2023

Semester: III

Max. Time: 3 Hours

Course Title: Public Relations Writing

Max. Marks: 70

Course Code: SHSS DJMC 010320 DCEC 2204

Instructions:

1. Question no. 1 has seven subparts, and students must answer any four. Each subpart carries three and a half marks.
2. Questions no. 2 to 5 have three subparts and students need to answer any two subparts of each question. Each subpart carries Seven marks.

QuestionNo.1.

(4X3.5=14)

- a) Define Publicity.
- b) What is feature writing?
- c) Define Memos.
- d) What is the need of research in PR?
- e) Describe Authenticity and credibility in PR writing.
- f) Describe the Press Note.
- g) Explain digital public relations.

QuestionNo.2.

(2X7=14)

- a) What is Public Relations? Discuss the need of PR in the corporate world.
- b) What are the functions of Public Relations? Discuss with examples.
- c) Describe the different aspects of PR writing in detail.

QuestionNo .3

(2X7=14)

- a) How one can use blog and social media writing while constructing a PR strategy? Discuss about one blog you like justify your answer with reasons.
- b) What are basics of writing for print media? How digital media writing is different from print media writing
- c) What is feature writing? Discuss types of feature writing and how they can be used for PR strategy.

Question No.4

(2X7=14)

- a) What is crisis management? Discuss about the crisis management strategy of any brand you like.
- b) Write a press release about any event which is going to happen in your University.
- c) Write a report about any event which is going to happen in your university.

Questions No.5

(2X7=14)

- a) What is propaganda? Discuss different types of propaganda.
- b) How social media has become a bliss for PR professionals? Discuss with suitable examples.
- c) What is the difference between publicity, propaganda and promotion? Support your answer with suitable examples.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, July 2023

Programme: MAJMC

Semester: II

Course Title: Documentary Film Theory

Course Code: SHSS DJMC 010208 C 3205

Session: 2022-2023

Max. Time: 3.00 Hours

Max. Marks: 70

Instructions:

1. Question no. 1 has seven subparts and students need to answer any four. Each subpart carries 3.5 marks.
2. Question no. 2 to 5 have three subparts and students need to answer any two subparts of each question. Each subpart carries 7 marks.

Question No. 1.

(3.5X4=14)

- a) What is mean by fiction?
- b) Write about docudrama.
- c) What is location?
- d) Write about small screen.
- e) What is documentation?
- f) Write about script of documentary?
- g) Write about role of sound in documentary production.

Question No. 2.

(2X7=14)

- a) Explain the concept of word 'Documentary' and definitions in details.
- b) Discuss about relevance of documentary films in India.
- c) Describe about the famous personalities in documentary film making in India.

Question No. 3.

(2X7=14)

- a) What is mean by film theory? Describe its type in detail.
- b) Explain the difference between real and fictional films.
- c) What is documentation? Discuss its need in documentary film production.

Question No. 4.

(2X7=14)

- a) Draw and explain role of documentary for socio-culture development.
- b) Narrate about Propaganda and Campaign with examples.
- c) Discuss about Realism in documentary films.

Question No. 5.

(2X7=14)

- a) Write about the process of documentary film production.
- b) Why Pre Production is the base of documentary film production. Discuss in detail with its all part.
- c) Documentaries are creating positive impact on society. Draw your views in detail.

CENTRAL UNIVERSITY OF HARYANA

Even Semester Term End Examinations June 2023

Programme: MAJMC

Session: 2023-24

Semester: II

Max. Time: 3 Hours

Course Title: Cross-Cultural Communication

Max. Marks: 70

Course Code: SHSS DJMC 010214 C 2204

Instructions:

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.

2. Question no. 2 to 5 have three parts and student are required to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) Mixed Culture
- b) Inter-region Migration
- c) Culture shock
- d) Culture and Civilization
- e) Global culture
- f) Cultural negotiations
- g) Stereotypes

Q 2. (2X7=14)

- a) What key theoretical frameworks or models can be used to analyze and understand the dynamics of intercultural communication?
- b) How can intercultural communication contribute to fostering cultural understanding, appreciation, and collaboration in diverse societies?
- c) How do stereotypes, biases, and prejudices affect intercultural communication, and how can individuals mitigate their impact?

Q3. (2X7=14)

- a) What are the key principles and strategies for effective intercultural conflict resolution and negotiation?
- b) What are the ethical considerations and challenges associated with intercultural communication, particularly in multicultural workplaces or globalized contexts?
- c) What role do cultural sensitivity and empathy play in fostering successful intercultural communication?

Q 4. (2X7=14)

- a) How do cultural norms and values shape communication patterns and expectations in intercultural contexts?
- b) What are the key stages or phases involved in the process of intercultural communication?

c) How can technology and digital tools facilitate or hinder the process of intercultural communication, and what are the best practices for utilizing technology in intercultural interactions?

Q 5. (2X7=14)

- a) What are the Facilitating Factors of Intercultural Communication?
- b) What are the Barriers to Intercultural Communication?
- c) What are the key cultural traditions and practices that vary across different regions of India, and how do they influence intercultural interactions?

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations June/July 2023

Programme: MAJMC

Session: 2022-23

Semester: Second Semester

Max. Time: 3 Hours

Course Title: Contemporary Issues and Mass Media

Max. Marks: 70

Course Code: SHSS DJMC 010213 C 3104

Instructions:

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.
2. Question no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) What are our fundamental rights?
- b) What is the impact of social media on coverage of contemporary issues?
- c) How does the political scenario of a state affects the contemporary issues?
- d) What is CEDAW?
- e) Explain Food Security Act 2013.
- f) What is meant by Whistle blowers?
- g) What is CRZ act?

Q 2. (2X7=14)

- a) What is role of media in contemporary issues?
- b) What do you understand by sustainable development? Explain some measure adopted for sustainable development.
- c) Comment on global warming and climate change in context of current times.

Q3. (2X7=14)

- a) What is UDHR? What is the significance of UDHR?
- b) What kind of legal measures have been adopted in India for safeguarding women?
- c) Explain in detail CRC. What kind of legal provisions are adopted in India for child rights and protection?

Q 4. (2X7=14)

- a) What measures have been adopted in India for controlling corruption? Explain some cases reported in media?
- b) What are the causes, consequences, and remedial measures for terrorism in India?
- c) Comment on Naxalism and its impact on the society.

Q 5. (2X7=14)

- a) Define SEZ. What is the need and significance of SEZ?
- b) What are the major developmental issues in India?
- c) Comment on the Agrarian issues and role of media.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, May/June 2023

Programme: MAJMC

Session: 2022-23

Semester: IV

Max. Time: 3 Hours

Course Title: Graphic and Design

Max. Marks: 50

Course Code: SHSS DJMC 010433 DCEC 2114

Instructions:

1. Question no. 1 has seven subparts and students need to answer any four. Each subpart carries two and half marks.
2. Question no. 2 to 5 have three subparts and students need to answer any two subparts of each question. Each subpart carries five marks.

Question No. 1.

(4X2.5=10)

- a) What is the Importance of Graphics Design.
- b) Write about Digital art.
- c) Visual illusions
- d) Branding
- e) Purpose of a logo
- f) Layout
- g) Photoshop

Question No. 2.

(2X5=10)

- a) What is the role of graphic design in effective visual communication?
- b) How does graphic design contribute to brand identity and recognition?
- c) How can color theory be effectively applied in graphic design?

Question No. 3.

(2X5=10)

- a) What is the significance of typography in graphic design and how can it enhance the message?
- b) How can graphic design improve user experience and user interface design?
- c) What are the current trends and emerging technologies shaping the field of graphic design?

Question No. 4.

(2X5=10)

- a) What are Elements of Art? Discuss some popular Elements of Art.

b) What are the key elements to consider when designing a logo that effectively represents a brand or organization?

c) How can graphic designers effectively utilize whitespace or negative space in their designs to enhance readability and visual impact?

Question No. 5.

(2X5=10)

a) What are the important factors to consider when designing for different print formats, such as brochures, posters, or business cards?

b) What are the key features and functionalities of Adobe Photoshop?

c) How can Photoshop be integrated with other Adobe Creative Cloud applications, such as Illustrator or InDesign?

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, June 2023

Programme: MAJMC

Session: 2022-2023

Semester: IV

Max. Time: 2:30 Hours

Course Title: Advertising and Public Relations Writing

Course Code: SHSS DJMC 010427 C 3105

Max. Marks: 50

Instructions:

1. Question no. 1 has seven subparts, and students must answer any four. Each subpart carries three and a half marks.
2. Questions no. 2 to 5 have three subparts and students need to answer any two subparts of each question. Each subpart carries Seven marks.

QuestionNo.1.

(4X2.5=10)

- a) What is a photo caption?
- b) Explain blog writing.
- c) Discuss classified ads.
- d) What are Industrial ads?
- e) Define press notes.
- f) Describe the boilerplate?
- g) Explain digital public relations.

QuestionNo.2.

(2X10=10)

- a) Explain the significance of public relations for a newly established brand?
- b) Describe the features of PR writing in detail.
- c) What is crisis management? Discuss the crisis management tactic of any brand you liked.

Q.No .3

(2X5=10)

- a) Discuss the internal and external publics of any organisation. What role does a PR professional play in managing internal and external publics?
- b) Discuss PRSI codes. Why PRSI codes are important for a PR professional?
- c) Write a press release for any event organised at your university.

Question No.4

(2X5=10)

- a) Why creativity is important in advertising? Discuss with suitable examples.
- b) Which advertising campaign you liked the most and why?
- c) Describe different types of advertising. Explain with suitable examples.

Questions No.5

(2X5=10)

- a) What is brand building? How corporate communication can help in brand building?
- b) What is corporate advertising? Discuss any three corporate ads of your choice.
- c) Discuss the five best taglines of any brand you liked the most. Explain why you liked these taglines.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, June 2023

Programme: MAJMC

Session: 2023-2024

Semester: IV

Max. Time: 2.30 Hours

Course Title: Art Culture and Entertainment Reporting

Max. Marks: 70

Course Code: SHSS DJMC 010432 DCEC 2204

Instructions:

1. Question no. 1 has seven subparts and students need to answer any four. Each subpart carries two and half marks.
2. Question no. 2 to 5 have three subparts and students need to answer any two subparts of each question. Each subpart carries five marks.

Question No. 1.

(4X2.5=10)

- a) What is art?
- b) What is culture?
- c) Explain festivals'?
- d) Drama?
- e) Western Culture
- f) Cultural Shows.
- g) Traditional dresses?

Question No. 2.

(2X5=10)

- a) Write a critical note on the current state of art and culture reporting in Indian media.
- b) Write down a movie review in 300 words recently you have watched.
- c) Write down a book review in 300 words.

Question No. 3.

(2X5=10)

- a) What should be the qualities in a fashion journalist? Discuss with examples.
- b) Write a detail note on various elements of a fashion story with examples.
- c) Discuss in detail importance of life style reporting in present time with examples.

Question No. 4.

(2X5=10)

- a) Write a detail note on important sources for film and entertainment reporting.
- b) Why film and entertainment beat is prominent beat in the news media give at least five reasons.
- c) What skills are required to become film journalists? Discuss with examples.

Question No. 5.

(2X5=10)

- a) Write down a report in 300 words about any religious festival.
- b) What should a life style reporter keep in mind while reporting local festivals?
- c) Write down a comment on the coverage of regional and local festivals in the news media?

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, June 2023

Programme: MAJMC

Session: 2022-2023

Semester: IV

Max. Time: 3.00 Hours

Course Title: Gender and Media Sensitivity

Max. Marks: 70

Course Code: SHSS DJMC 010431 DCEC 2204

Instructions:

1. Question no. 1 has seven subparts and students need to answer any four. Each subpart carries 3.5 marks.
2. Question no. 2 to 5 have three subparts and students need to answer any two subparts of each question. Each subpart carries 7 marks.

Question No. 1.

3.5X4=14)

- a) What is mean by portrayal?
- b) Write about image building
- c) What is perception?
- d) Write the types of reporting for women issues.
- e) What is conflict communication?
- f) Write the structure of NCW?
- g) Write the recommendations of CSWI.

Question No. 2.

(2X7=14)

- a) Explain the status of women and role of media with examples.
- b) How media reports issues related to the women? Explain with examples.
- c) Describe the women rights and responsibilities for development.

Question No. 3.

(2X7=14)

- a) Discuss about Ten media journalist from India & abroad.
- b) Explain the issues of transgender with examples.
- c) What is feminism? Discuss its impact over women image.

Question No. 4.

(2X7=14)

- a) Draw and explain role of media in women development & welfare.
- b) Narrate the opportunities and challenges in media for women.
- c) Discuss about prominent women personalities of India in current time.

Question No. 5.

(2X7=14)

- a) Write an essay over Media & Gender consciousness.
- b) Why gender sensitization is essential part for holistic development of our society. Discuss in detail.
- c) Soap Operas are creating negative image of women. Draw your views in detail.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations, June 2023

Programme: M.A.JMC

Semester: IV

Course Title: Photography

Course Code: SHSS DJMC 010426 C 3105

Session: 2022-23

Max. Time: 3 Hours

Max. Marks: 50

Instructions:

1. Question no. 1 has seven subparts and students need to answer any four. Each subpart carries two and half marks.
2. Question no. 2 to 5 have three subparts and students need to answer any two subparts of each question. Each subpart carries five marks.

Question No. 1.

(4X2.5=10)

- a) Long exposure
- b) Documentary photography
- c) White balance
- d) ISO
- e) Aperture
- f) Exposure
- g) Depth of Field

Question No. 2.

(2X5=10)

- a) What are the key elements of a well-composed photograph?
- b) What are the different camera settings and controls that impact the exposure and overall look of a photograph?
- c) What are the important considerations for selecting the appropriate lens for a specific photographic subject or style?

Question No. 3.

(2X5=10)

- a) What are the different types of photography genres, and what distinguishes each of them?
- b) What are the essential factors to consider when capturing portraits, including posing, lighting, and capturing genuine expressions?
- c) What are the key aspects to consider when photographing landscapes, including composition, depth of field, and capturing natural light?

Question No. 4.

(2X5=10)

- a) Studio and Outdoor Photography

b) How can post-processing software, such as Adobe Lightroom or Photoshop, be used to enhance and edit photographs?

c) What are the key techniques for achieving sharp focus and depth of field in photographs?

Question No. 5.

(2X5=10)

a) Explain the exposure triangle: Aperture, ISO and Shutter Speed.

b) Discuss the Evolution of Photography?

c) How can composition, framing, and perspective be used to create visual interest and impact in photographs?