

B.B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER/NOVEMBER 2018**SEMESTER –5: BACHELOR OF BUSINESS ADMINISTRATION (BBA) (CORE COURSE)****COURSE: 16U5CRBBA18: INTRODUCTION TO PHOTOGRAPHY***(For Regular - 2016 admission)*

Time: Three Hours

Max. Marks: 75

PART A*Answer **all** questions. Each question carries **1** mark.*

1. What is BACK-BUTTON FOCUS?
2. Why is can openers used in the Developing process?
3. What is visual narrative?
4. What is Bellows?
5. What is F-Stop?
6. What is fishing” technique in Street Photography?

(1 x 6 = 6)

PART B*Answer **any Seven** questions. Each question carries **2** mark.*

7. What do you mean by Event photography?
8. What do you mean by CCTV and its Purpose?
9. What's the role of the photojournalist?
10. What do you mean by Celebrity photography?
11. What do you mean by Eye for Detail?
12. What is “video camera” technique?
13. What is Image stabilization (IS or VR)?
14. What is Feature photograph?
15. What is meant by DEPTH OF FIELD?
16. How to plan a shoot - studio?

(2 x 7 = 14)

PART C*Answer **any Five** questions. Each question carries **5** marks.*

17. What are the ways of Special effect in photography? Explain each
18. What are 5 qualities of Photojournalist?
19. What are Types of Story-telling?
20. What is Photo-essay and its Steps to develop a photo-essay?

- 21. What are the equipment used in the developing process?
- 22. What are the shooting modes in DSLR cameras?
- 23. What are the Types of white balance adjustments in the camera? (5 x 5 = 25)

PART D

*Answer **any Two** questions. Each question carries **15** marks.*

- 24. What are the chemicals used in the developing process and explain 3 main steps in Photographic processing?
- 25. What are the types of photographic papers and Quality? Explain each
- 26. What is Story-telling and what are its Elements of Visual story-telling and mention the Types of Story-telling?
- 27. What are the Characteristics of motion picture and Explain the 3 main Fundamentals of Photography and also explain? (15 x 2 = 30)
