

B B A DEGREE END SEMESTER EXAMINATION - OCT. 2020 : FEBRUARY 2021**SEMESTER 1 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 20U1CPBBA1 : INTRODUCTION TO PHOTOGRAPHY***(For Regular - 2020 Admission)*

Time : Three Hours

Max. Marks: 60

PART A**Answer All (1 mark each)**

1. List three different types of Cameras.
2. Define Focal length.
3. What is Outdoor Light?
4. Define Natural Light.
5. What is washing of a Film
6. What will a Fixer do in Film processing stage?
7. What is the use of a Tripod?
8. Summarise short notes on visual storytelling.

(1 x 8 = 8)**PART B****Answer any 6 (2 marks each)**

9. What is the shallow depth of field?
10. List out the different gadgets used by a Professional Photographer.
11. Explain Indoor and Outdoor Light?
12. What is a Gradient Filter?
13. List out 5 different types of equipment used for outdoor Photography.
14. Explain the importance of Mirrorless cameras. What are its benefits?
15. Classify on the importance of Focus in Photography.
16. Explain the photographer's involvement in Journalism.

(2 x 6 = 12)**PART C****Answer any 4 (5 marks each)**

17. Discuss the Exposure triangle. What is its use in Photography?
18. Distinguish Wide – Normal – Tele lenses
19. Evaluate the importance of Subject Choice in Photography.
20. Impact of Technology on Photography. Discuss
21. Evaluate the importance of captions in news photography.
22. Distinguish the difference between a photographer and a photojournalist?

(5 x 4 = 20)**PART D****Answer any 2 (10 marks each)**

23. Develop the working principal of Digital SLR Camera with the help of a neat diagram.
24. Discuss how you would compare a painting and a photograph.
25. Illustrate the Principle and working of an SLR camera.
26. Discuss the impact of photography as a tool for marketing?

(10 x 2 = 20)