

**B. B. A. DEGREE END SEMESTER EXAMINATION OCT. 2020: JANUARY 2021****SEMESTER –5: INTEGRATED MARKETING AND NEW MEDIA (CORE COURSE)****COURSE: 16U5CRBBA18: INTRODUCTION TO PHOTOGRAPHY**

*(Common for Regular 2018 admission & Improvement /Supplementary 2017 & 2016 admissions)*

Time: Three Hours

Max. Marks: 75

**PART A**

*Answer **All** questions. Each question carries **1** mark.*

1. What is Image stabilization (IS or VR)?
2. What is PHOTOGRAPHY?
3. Why is can openers used in the Developing process?
4. During the Photographic processing the latent image is transformed too?
5. What is F-Stop?
6. What is Bellows?

(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 is Photojournalism?
9. What do you mean by Eye for Detail?
10. What is Zone focus in Street Photography?
11. What do you mean by CCTV and its Purpose?
12. What are Subminiature Camera?
13. What do you mean by Celebrity photography?
14. What is meant by DEPTH OF FIELD?
15. What is F-Stop?
16. Why do color revers in Negatives?

(2 x 7 = 14)

**PART C**

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

17. What are Elements of a photo-essay?
18. What are the shooting modes in DSLR cameras?
19. What are the Types of white balance adjustments in the camera?
20. What is Photographic printing and explain the Printing process of color negatives?
21. What are the ways of Special effect in photography? Explain each
22. What is Photo-essay and its Steps to develop a photo-essay?
23. What are Elements of Visual story-telling in photography?

(5 x 5 = 25)

**PART D**

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

24. What is role of the photojournalist and 5 qualities of Photojournalist?
25. What are the chemicals used in the developing process and explain 3 main steps in Photographic processing?
26. What are the main Guidelines in Street Photography?
27. What are the types of photographic papers and Quality? Explain each (15 x 2 = 30)

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