

Reg. No.....

Name.....

B.B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2019**SEMESTER –5: INTEGRATED MARKETING AND NEW MEDIA (CORE COURSE)****COURSE: 16U5CRBBA18: INTRODUCTION TO PHOTOGRAPHY***(Common for Regular 2017 admission & Improvement /Supplementary 2016 admission)*

Time: Three Hours

Max. Marks: 75

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

1. What is Aesthetics in Photography?
2. What are the forms of Visual story-telling
3. What is Stop motion?
4. What are the 2 main file formats in a DSLR?
5. What is Ambiguous Story-telling?
6. What are the steps to be considered during photo-essay Research (1 x 6 = 6)

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

7. What is Visual story-telling?
8. What is Photo Essay?
9. What is Photojournalism?
10. What is Zone focus in Street Photography?
11. What are the steps to be considered during to develop a photo-essay?
12. Why do color revers in Negatives?
13. What is Street Photography?
14. What do you mean by stop bath in developing photos?
15. What are Subminiature Camera?
16. What is "video camera" technique? (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 is Photographic printing and explain the Printing process of colour negatives?
19. What are Elements of Visual story-telling in photography
20. What are the equipment used in the developing process
21. What are the ways of Special effect in photography? Explain each
22. What are the different types of finish papers? Explain each.
23. Developing a film requires three chemicals, Explain each? (5 x 5 = 25)

PART D

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

24. What is Cinematography & Characteristics of motion picture?
25. What is Photographic printing & what are types and quality of paper used for printing
26. What is role of the photojournalist and 5 qualities of Photojournalist?
27. What are the Fundamentals of Photography and Explain Exposure? (15 x 2 = 30)
