

Reg. No

Name

22U161

B B A DEGREE END SEMESTER EXAMINATION : OCTOBER 2022

SEMESTER 1 : INTEGRATED MARKETING AND NEW MEDIA

COURSE : 19U1CPBBA1 : INTRODUCTION TO PHOTOGRAPHY

(For Regular – 2022 Admission and Improvement / Supplementary - 2021/2020 Admissions)

Time : Three Hours

Max. Marks: 60

PART A

Answer All (1 mark each)

1. Define Natural Light.
2. What is Photoshop?
3. What will a Fixer do in Film processing stage?
4. List out two different lights that are used for Photography.
5. Define RGB.
6. What are Converters?
7. Define Celebrity Photography.
8. List a brief note on image Manipulation.

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. Classify any one of the photography magazines circulated in India.
10. List out 5 different types of equipment used for outdoor Photography.
11. What is a Gradient Filter?
12. Explain the importance of Mirrorless cameras. What are its benefits?
13. Discuss Black & White Photography. Why this style is still popular?
14. What is White balance?
15. Why Wildlife photographers need more gadgets compared to others. Note down some equipment they use.
16. Forecast the future of film rolls in the next five years.

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. Discuss the qualities of a Photojournalist.
18. Distinguish different types of compositions used in photography.
19. Discuss the role of photography in communication
20. Mention the significance of photo editing software's for digital photos.
21. Impact of Technology on Photography. Discuss
22. Discuss fisheye lens? What are its merits and demerits?

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Evaluate the views on the democratization in photography due to mobile phones that have cameras. How is this influencing the practice of photography?
24. Discuss the impact of photography as a tool for marketing?
25. Discuss the importance of differential focus? Why focus is important in Photography.
26. Illustrate the Principle and working of an SLR camera.

(10 x 2 = 20)