

B.B.A DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023**SEMESTER 1 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U1CPBBA1 : INTRODUCTION TO PHOTOGRAPHY***(For Regular 2023 Admission and Improvement/Supplementary 2022/2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 60

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

1. Why we use an Enlarger?
2. What is Outdoor Light?
3. Define Photo Essay.
4. What is Fill Light?
5. What will a Fixer do in Film processing stage?
6. Explain Depth of Field.
7. What is Adobe Photoshop?
8. What are colour noise?

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

9. Explain the three-point lighting.
10. Explain the importance of Mirrorless cameras. What are its benefits?
11. Define the process trimming.
12. List out the different gadgets used by a Professional Photographer.
13. Why we use filters in DSLR cameras?
14. What is the shallow depth of field?
15. Classify Aesthetics vs.Composition.
16. Explain in detail what is a Closed Circuit Television. Why it is used?

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

17. Mention the significance of photo editing software's for digital photos.
18. Discuss Hard Light and Soft Light. Explain the effect of shadows using these lights?
19. Analyze the changes which you had seen in the storage medium after the emergence of Digital cameras.
20. Discuss digital photography and its features.
21. Discuss the note on ISO? Why it is so important in image quality.
22. Appraise the importance of color in Photography.

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

23. Discuss the importance of differential focus? Why focus is important in Photography.
24. Elaborate on the differences between digital and conventional film based Photography? Explain the advantages and disadvantages of both.
25. Evaluate different types of Camera Shot & Angles in detail.
26. Discuss your favorite Genre in photography? Substantiate with reasons.

(10 x 2 = 20)