UNDERGRADUATE END SEMESTER EXAMINATION - OCTOBER 2024
SEMESTER 5 : INTEGRATED MARKETING AND NEW MEDIA (OPEN COURSE)
COURSE : **19U5OCBBA2 : INTRODUCTION TO PHOTOGRAPHY**
(For Regular 2022 Admission and Supplementary 2021 Admissions)

Time : Three Hours   Max. Marks: 75

PART A
Answer All (1 mark each)

1.   Define the characteristic of a Human Eye.
2.   Why is the rule of thirds considered a fundamental principle of composition?
3.   How can you capture candid moments without the subject being aware of the camera?
4.   What is Photoshop?
5.   When was the Kodak camera introduced, and by whom?
6.   Which is the light-sensitive used in Photographic films?

(1 x 6 = 6)

PART B
Answer any 7 (2 marks each)

7.   Discuss Black & White Photography. Why this style is still popular?
8.   Classify the uses of the commonly used lens filters.
9.   Explain the difference between RAW and JPG?
10. What key improvements were made in 19th-century photographic techniques?
11. Explain the white balance setting and its importance in photography?
12. How does documentary photography capture real-life stories and events?
13. How can you use color contrast to enhance the composition of a photograph?
14. How do you change the exposure mode on a camera, and explain its options?
15. Why editing is important in Photography
16. How does symmetry impact the composition of an image?

(2 x 7 = 14)

PART C
Answer any 5 (5 marks each)

17. Evaluate the importance of Subject Choice in Photography.
18. What is the exposure triangle, and how does it help you achieve correct exposure?
19. Discuss the benefits of photographing with Natural Light?
20. What is the relationship between aperture and the amount of light entering the camera?
21. Discuss different types of filters and their uses
22. Why is photography considered an art form?
23. Discuss Hard Light and Soft Light. Explain the effect of shadows using these lights?
24. Explain the parts and functions of a DSLR camera.

(5 x 5 = 25)

PART D
Answer any 2 (15 marks each)

25. Discuss is the role of 'visualization' in photography?

26. Illustrate the principle and working of a DSLR Camera.
27. Discuss in detail any one lighting technique used in indoor photography.
28. Discuss how you would compare a painting and a photograph.

(15 x 2 = 30)