

UNDERGRADUATE END SEMESTER EXAMINATION - OCTOBER 2025
SEMESTER 5 : INTEGRATED MARKETING AND NEW MEDIA (OPEN COURSE)

COURSE : 19U5OCBBA2 : INTRODUCTION TO PHOTOGRAPHY

(For Regular 2023 Admission and Supplementary 2022/ 2021/ 2020 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. Define Photo Essay.
2. What is a dark room?
3. Why Optical zoom is much better than digital zoom?
4. What is Fill Light?
5. Which is the light-sensitive used in Photographic films?
6. What is a tripod, and why is it an essential accessory for many photographers?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. Can you explain the concept of "captions" in photojournalism?
8. What is the purpose of using exposure compensation, and when might you use it?
9. How do medium format cameras differ from 35mm cameras?
10. What is Long Exposure Photography?
11. Explain the difference between RAW and JPG.
12. Compare between DSLR & SLR camera.
13. How does a wide aperture (low f-number) affect the background of a photo?
14. Explain Indoor and Outdoor Light?
15. How can you use negative space to create a visually compelling composition?
16. What types of medical conditions or procedures are often documented through photography?

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. How does the choice of camera format affect the selection of lenses and accessories?
18. Discuss the Exposure triangle. What is its use in Photography?
19. How does aperture affect the depth of field in a photograph?
20. What is meant by "depth of field" in relation to focusing?
21. What role do photo editors play in the field of photojournalism?
22. What is the function of a UV filter in photography?
23. Impact of Technology on Photography. Discuss
24. How do photographers use their skills to convey messages

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. What is the role of the subject in photography?
26. Discuss how you would compare a painting and a photograph.
27. Elaborate on the differences between digital and conventional film based Photography?
Explain the advantages and disadvantages of both.
28. Discuss in detail the process included in Dark Room.

(15 x 2 = 30)