

B.B.A DEGREE END SEMESTER EXAMINATION - OCTOBER 2025**SEMESTER 5 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U5CRBBA18 : ART OF GRAPHICS***(For Regular 2023 Admission and Supplementary 2022/ 2021/ 2020 Admissions)*

Time : Three Hours

Max. Marks: 60

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

1. Describe a Web 2.0 logo that you find visually appealing.
2. Can you identify examples of bad logos and explain why they are ineffective?
3. In which situations would you use subtle basic shadows in design?
4. What is the purpose of the Magic Wand Tool in Photoshop?
5. Define the term "logo" in graphic design.
6. What is the source of light in graphic design?
7. How can packaging design reflect cultural diversity and inclusivity?
8. Who designed the famous "I Want You" Uncle Sam poster?

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

9. What is heraldry, and how is it related to graphic design?
10. How does the graphic design of a website affect the user's experience?
11. What emotions might a circular shape convey in packaging?
12. What is the role of storytelling in package design?
13. How can the interplay of light and shade evoke different moods in a design?
14. How do you think graphic design will evolve in the future?
15. What are pictogram logos, and give examples of them?
16. When might a company consider redesigning its logo?

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

17. How can typography evoke emotions in a design?
18. How can typography affect the readability of a website?
19. How does corporate identity impact a company's branding?
20. Describe a memorable package design that uses a unique shape.
21. What are engraving and etching in graphic design?
22. Explain the concept of "responsive design" in the context of websites and mobile devices.

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

23. Explain the concept of packaging as a silent salesperson.
24. Describe the role of light and shade in creating a 3D effect in design.
25. What are the key elements of a great movie poster design?
26. Explain the importance of consistency in a brand's packaging across product lines.

(10 x 2 = 20)