

Reg. No

Name

26U517-S

B.B.A. DEGREE END SEMESTER (SAY) EXAMINATION - MAY 2026

SEMESTER 5 : INTEGRATED MARKETING AND NEW MEDIA

COURSE : 19U5CRBBA18 - ART OF GRAPHICS

(For Supplementary (SAY) 2023 Admission)

Time : Three Hours

Max. Marks: 60

PART A

Answer All (1 mark each)

1. Provide an example of a famous typographic logo.
2. Can you provide examples of when advanced shadows are used in design?
3. Can you name a product that uses sensory elements in its packaging?
4. Who is considered the father of modern graphic design?
5. Can you think of a street art-inspired logo in popular culture?
6. What does the Crop Tool do in Photoshop?
7. Can you name a famous logo that uses advanced shadows to create depth?
8. Name a website that effectively uses color to convey its brand identity.

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. How can the direction of light affect the perception of an image?
10. What emotions might earthy tones like green and brown evoke in design?
11. What is the purpose of letterheads in corporate identity?
12. How does modernist design influence logo creation?
13. What is the difference between serif and sans-serif fonts?
14. What is the role of placards and posters in conveying messages?
15. Explain how package design can create anticipation and excitement.
16. Explain the importance of simplicity in effective graphic design.

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. Explain the impact of type and image in designs.
18. How can business cards leave a lasting impression on clients or customers?
19. How can packaging design create a sense of nostalgia for a particular time period?
20. What is the purpose of the Layer Panel in Photoshop?
21. How can geometric shapes convey specific meanings in logos?
22. What were some common themes in inter-war political posters?

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Describe how package design can evoke a sense of trust in a brand.
24. Describe the emotional effects of a monochromatic color scheme in design.

25. Discuss the role of graphic design in the film industry. How does it contribute to creating memorable movie posters and opening/closing credits? Provide examples.
26. Explain the role of light and shade in creating a sense of drama in graphic design.
(10 x 2 = 20)