

1st copy.
3/H-82 (viii) (Syllabus-2015)

2 0 1 6

(October)

MEDIA TECHNOLOGIES

(Honours)

(Principles of Photography)

(MT-H-303)

Marks : 56

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. Answer the following questions : 3×4=12

(a) Explain in brief the function of pentaprism.

(b) What does the 'f' in f-stop stand for?

(c) What is a 'roll film'?

(d) What is a 'halftone process'?

2. Write a short essay on the various stages of invention of photography till George Eastman Kodak.

11

(2)

Or

What are the various genres of photography?
Name them and describe any four of them.

3+8=11

3. What is a filter and what is a filter factor?
Describe the various types of filters and their
use in photography. 3+3+5=11

Or

What is a camera? Explain different types of
camera and camera accessories. 3+4+4=11

4. Explain the basic of light and exposure in
photography. What are the various ways of
controlling light? 5+6=11

Or

What is the reciprocity law and how that
enables the various combinations of shutter
speed and an aperture opening? 11

5. Describe the digital camera and their
associated technologies. Explain in brief
how digitisation has begun to revolutionise
professional photography. 5+6=11

Or

Explain the digital approaches to picture
taking and processing in digital darkroom. 4+7=11

D7-200/180

3/H-82 (viii) (Syllabus-2015)

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2016

(October)

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D7/180

(Turn Over)

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D7-200/180

3/H-82 (viii) (Syllabus-2015)

3/H-82 (vi) (Syllabus-2015)

2016

(October)

MEDIA TECHNOLOGIES

(Honours)

(Advertising and Public Relations)

(MT-H-301)

Marks : 56

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. Answer the following questions briefly : 3×4=12

- (a) In advertising history, why is 1970s
referred to as the Positioning Era?
- (b) Describe the concept of 'humanised
brands'.
- (c) Recount what Indian advertising was
like during the 1960s and mention
which was the most famous campaign
that came into existence during this
period.

D7/174

(Turn Over)

(2)

(d) What is the DAGMAR approach to advertising planning?

2. What is the code of ethics as presented to us by the Public Relations Society of America (PRSA) in 1954? 11

Or

Enumerate any 11 ethical issues and ethically challenging activities that arise in the practice of public relations.

3. How has public relations played an important role in political and election campaigns? 11

Or

What is the importance of corporate communications in the world of marketing today?

4. What are the advantages of using television as a medium of advertising? 11

Or

Enlist various elements or components of layout in print advertising.

D7/174

(Continued)

(3)

5. What is Maslow's hierarchy of needs? What are the characteristics of organisational publications as a tool of internal public relations? 5+6=11

Or

Name any two marketing trends that advertising creators need to watch out in the coming years. List any six habits that kill creativity while ideating and visualising advertising campaigns. 5+6=11

D7—200/174

3/H-82 (vi) (Syllabus-2015)

3/H-82 (vii) (Syllabus-2015)

2 0 1 6

(October)

MEDIA TECHNOLOGIES

(Honours)

(**Videography**)

(MT-H-302)

Marks : 38

Time : 2 hours

*The figures in the margin indicate full marks
for the questions*

1. Write short notes on the following : 2×5=10

(a) ENG

(b) CRT

(c) Contrast ratio

(d) CCTV

(e) CMOS technology

**2. What is media convergence? Discuss
how media convergence has impacted
videography. 2+5=7**

(2)

Or

Establish the interrelationship between aperture and depth of field with illustrations.

5+2=7

3. Describe the various parts of a camera and their functions using graphic illustrations.

5+2=7

Or

Describe the various camera shot sizes with illustrations. Explain how they affect the form and content of your story.

3+4=7

4. Briefly describe the post-production stage. What are the differences between online editing and offline editing?

5+2=7

Or

Highlight the objectives of lighting. Explain the different lighting techniques that can be used in the studio with illustrations.

2+5=7

5. Highlight the importance of audio in video. What are the different audio connectors that are used in video production?

3+4=7

Or

Explain the different roles played by the members in a production team.

7

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3/H-82 (vii) (Syllabus-2015)

3/E-79 (iii) (Syllabus-2015)

2016

(October)

DESKTOP PUBLISHING, PUBLISHING
TOOLS AND MULTIMEDIA

(Elective)

(Animation and Video Editing)

[DTP-301 (T)]

Marks : 38

Time : 2 hours

*The figures in the margin indicate full marks
for the questions*

PART—A

(2D Animation)

Answer Question No. 1 which is compulsory
and **any three** from the rest

1. Explain the 3D rotation tool and the 3D translation tool. 2+2=4
2. What is the bone tool? Explain the steps to animate a walking stick figure. 1+4=5

D7/161

(Turn Over)

(2)

3. What are the options available when setting the stage in Adobe Flash? 5
4. What are the steps involved in making an animation of a spinning ball? 5
5. What is action script? Write down the action script with syntax for (a) stopping an animation in the timeline, (b) button script for navigating to the first frame of a scene named 'Home'. $1+2+2=5$
6. What is shape tweening? With the help of a diagram, explain how shape hints allow for better shape tweening. $1+4=5$

PART—B

(Video Editing)

Answer Question No. 7 which is compulsory and any three from the rest

7. What is three-point editing? Explain the advantages of using the ripple and rolling edit tools. $2+1+1=4$
8. What is capture window? What are different options available in the capture window? $1+4=5$

D7/161

(Continued)

(3)

9. What are video codecs? What are the settings to consider exporting a video? $2+3=5$
10. What are video transitions? What are the steps involved to make a superimposed video? $1+4=5$
11. What is title designer? What are the options available while creating a custom title? $1+4=5$
12. What are video effects? Write down the steps to create a ten-second video transformed into a blurred video using keyframes. $1+4=5$

D7—200/161

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