2 0 1 8

(October)

MEDIA TECHNOLOGIES

(Honours)

(Principles of Photography)

(MTH–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) What is a prime lens?

(b) What is filter factor?

(c) Explain the functions of a pentaprism in a DSLR.

(d) What is 'colour temperature'?

2. What is the importance of photography? How has photography evolved over the past Decade? 5+6=11

Or

What is a camera? List down the different
types of camera.   5+6=1

3. What is a mirrorless camera? What are the
advantages of a mirrorless camera to a digital
single-lens reflex camera?   3+8=1

Or

Write a brief note on studio portrait
photography. Explain the different kinds of
lighting technique used for studio portraits.
6+5=1

4. What is the function of the depth-of-field
preview button? What are the three pillars of
photography?   2+9=11

Or

Write a brief note on three different genres of
photography.   1

5. What is a pixel? What are the advantages of
shooting photos in RAW format?   2+9=11

Or

What is ppi? What are the steps needed to
obtain a high-quality printout of one's
photos?   3+8=11

★ ★ ★

3/H–82 (vi) (Syllabus–2015)

2018

(October)

MEDIA TECHNOLOGIES

(Honours)

(Advertising and Public Relations)

(MTH–301)

Marks : 56

Time : 3 hours

The figures in the margin indicate full marks
for the questions

1. Write on the following briefly :   3×4=12

   (a) AIDA

   (b) Direct marketing

   (c) Role of advertising

   (d) PRSI

2. Give a brief overview of the history of advertising in India. Include a profile of any prominent figure in Indian advertising. 7+4=11

Or

Write a note on the global advertising scenario. What is the role of ASCI? Discuss ethical practices of advertising.   5+2+4=11

3. Write a note on various media for advertising highlighting the pros and cons of each.   11

Or

What are the role and functions of ad agencies? Discuss the DAGMAR model of advertising.   5+6=11

4. Write a note on the functions of PR. Describe the different types of publics in PR.   5+6=11

Or

What is corporate communication? Differentiate between corporate communication and PR. Write a brief note on the various tools of corporate communication.   3+4+4=11

5. Examine the role of PR in developing countries citing examples as necessary.   11

Or

Write a note on the ethics of PR.   11