

Printed Pages : 2



FA423

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 166406

Roll No.

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BFAD

(SEM. IV) THEORY EXAMINATION, 2014-15
DESIGN & COMMUNICATION PRACTICES

Time : 3 Hours]

[Total Marks : 80

SECTION - A

Attempt All Questions.

5x2=10

- (1) What is Design?
- (2) What is Advertising Art?
- (3) Difference between Form and Shape.
- (4) What is Electronic Media?
- (5) What do you understand by Contrast?

SECTION - B

Attempt Any 4 Questions.

4x10=40

- (1) Describe the origin and development of Design.

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[Contd...

- (2) Define Principles of Design with proper examples.
- (3) Color models in Computer Graphics. Define.
- (4) What are Graphic Scalability and Image Resolution?
- (5) Describe Digital Printing Techniques?

SECTION - C

Attempt All Questions.

3x10=30

- (1) (a) Media of Communication and Mass media with examples. Describe.

OR

- (b) Point of Purchase, Point of Sale. Describe.

- (2) (a) What are the Communication Principles and processes?

OR

- (b) Describe Research Methodology and Market Approach?

- (3) (a) What is the relationship between Advertising Art and Visual Art?

OR

- (b) What are the forms of Advertising Art?
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