

Printed Pages : 2



NFA623

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

PAPER ID : 166623

Roll No.

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Bachelor of Fine Art

(SEM. VI) THEORY EXAMINATION, 2014-15
DESIGN & COMMUNICATION PRACTICES
(APPLIED ART)

Time : 3 Hours]

[Total Marks : 80

SECTION - A

Attempt All Questions :

5×2=10

- (1) What is Portable Media ?
- (2) What is Creative Brief ?
- (3) What are the Digital Pens ?
- (4) What is Scanner ?
- (5) What are the Printers ?

SECTION - B

Attempt **Any 4** Questions.

4×10=40

- (1) Define Brainstorming Exercise and Visualizing a Campaign ?
- (2) What do you understand by Advertising Communication ?
- (3) What is Media Planning ?
- (4) Define Offset Printing in Detail.
- (5) What are the elements of Advertising Campaign ?

SECTION - C

Attempt All Questions.

3×10=30

- (1) (a) Describe Advertising Communication Process.

OR

- (b) Describe Principle of Advertising Communication.

- (2) (a) Describe History of Printing.

OR

- (b) What are the Printing processes ?

- (3) (a) What is the Significance of Outdoor Media ?

OR

- (b) What are the forms of Outdoor Media ?