

Total Number of Questions : 20

Time : 2.00 Hours

Max. Marks : 100

1. Define Brand Equity. (3 Marks)
 2. What do you mean by saturation of a colour ? (3 Marks)
 3. Describe Leading, Kerning and Tracking in type setting. (3 Marks)
 4. What is a symbol ? (3 Marks)
 5. Explain calligraphy. (3 Marks)
 6. What is ISO in digital photography ? (3 Marks)
 7. Applied Art is also considered as an effective tool for visual publicity. Explain. (5 Marks)
 8. What is depth of field in Photography ? (5 Marks)
 9. Define creative advertising. (5 Marks)
 10. Describe Story Board and its importance. (5 Marks)
 11. Write about the birth of Indian Newspaper Advertisement. (5 Marks)
 12. What is communication, marketing and advertising ? (5 Marks)
 13. Explain the difference between vector and raster images in computer. (5 Marks)
 14. How does packaging work in fast moving consumer goods ? (5 Marks)
 15. What do you mean by Infographics ? (5 Marks)
 16. What is digital illustration ? (5 Marks)
 17. Write about the social and economic aspects of advertising. (8 Marks)
 18. Describe in detail the different types of animation. (8 Marks)
 19. What are the types of Internet Advertising ? What are its advantages and disadvantages ? (8 Marks)
 20. Write about the importance of pictures in advertising. (8 Marks)
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