

**BACHELOR OF FINE ART
(SEM VI) THEORY EXAMINATION 2018-19
DESIGN AND COMMUNICATION PRACTICES-IV**

*Time: 3 Hours**Total Marks: 70***Note:** 1. Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt *all* questions in brief. 2 x 7 = 14**

- (a) Define the term Portable Media?
- (b) What do you mean by Digital Pens?
- (c) Discuss the term Layout in Advertising?
- (d) Write about Outdoor Media?
- (e) List down the different forms of Outdoor Media?
- (f) Enumerate different types of Digital Printers?
- (g) Write about Printers?

SECTION B**2. Attempt any *three* of the following: 7 x 3 = 21**

- (a) Discuss in detail about Advertising Communication?
- (b) Describe the importance of Outdoor Media?
- (c) Elaborate on Different processes of Printing.
- (d) Define Brainstorming Exercise and Visualizing a Campaign?
- (e) Write down the difference between indoor and outdoor media advertising?

SECTION C**3. Attempt any *one* part of the following: 7 x 1 = 7**

- (a) Write down the difference between digital and offset printing.
- (b) Describe the importance of different tools of advertising campaign.

4. Attempt any *one* part of the following: 7 x 1 = 7

- (a) Write about Media Planning?
- (b) Discuss different elements of Advertising Campaign?

5. Attempt any *one* part of the following: 7 x 1 = 7

- (a) Write a note on History of Printing.
- (b) Explain the of Visualizing a Campaign.

6. Attempt any *one* part of the following: 7 x 1 = 7

- (a) Write down the importance of layout in advertising.
- (b) Describe the process of developing outdoor media.

7. Attempt any *one* part of the following: 7 x 1 = 7

- (a) Discuss the Principles of Advertising Communication?
- (b) Explain Advertising Communication Process?