

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

**Paper ID : 166617**

Roll No. 

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**B. F. A.**

**Theory Examination (Semester-VI) 2015-16**

**DESIGN & COMMUNICATION PRACTICES**

**Time : 3 Hours**

**Max. Marks : 100**

**Section-A**

**1. Attempt all questions** (2×10 = 20)

- a. What are Printers?
- b. What are different types of Digital Printers?
- c. What is Layout in Advertising?
- d. What is Portable Media?
- e. What are different forms of Outdoor Media?
- f. What are Digital Pens?
- g. What is Outdoor Media?
- h. What do you mean by Creative Brief?
- i. What is Scanner?
- j. What is Offset Printing?

(1)

P.T.O.

## Section-B

2. **Attempt any five questions.** (5×10 = 50)

- (a) Explain the Development of Outdoor Media?
- (b) Define Brainstorming Exercise and Visualizing a Campaign?
- (c) What do you understand by Advertising Communication?
- (d) What is Media Planning?
- (e) What are the elements of Advertising Campaign?
- (f) What is the significance of outdoor Media?
- (g) Explain the different processes of printing.

## Section-C

**Attempt any two questions.** (2×15 = 30)

- 3. Describe History of Printing in detail.
- 4. Describe Principle of Advertising Communication?
- 5. Describe Advertising Communication Process?