

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

**Paper ID : 166817**

Roll No. 

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**B.F.A.**

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

**DESIGN & COMMUNICATION PRACTICE**

**Time : 3 Hours**

**Max. Marks : 100**

**Section-A**

**1. Attempt All Questions.**

**(10×2 = 20)**

- (a) What is Digital Media?
- (b) What are the uses of Internet?
- (c) What do you understand by Brand?
- (d) What is Online Advertising?
- (e) What is difference between 3D and 2D Animation?
- (f) What is Outdoor media advertising? Also give example.
- (g) What is Depth of Field?

- (h) What is Animation?
- (i) What is USP in Advertising? Give example.
- (j) What is Aperture?

### Section-B

2. **Attempt Any 5 Questions.** (5×10 = 50)

- (a) How Internet Advertising is essential for Online Stores?
- (b) How Advertising effect consumer?
- (c) How Visual Advertising is different from Verbal Advertising?
- (d) What are the advantages and disadvantages of Social Media?
- (e) Define social action through advertising.
- (f) Understanding Consumer behavior is important. Describe.
- (g) Describe role of Social Media in Advertising.
- (h) What is Principle of Brand Building?

## Section-C

**Attempt any two questions.**

(2×15 = 30)

3. Describe role of Photography in Advertising.
4. Write a note on Development of camera.
5. Describe the ways Animation is used in Advertising.

