

M.M.C.J. (Sem.-II) Examination
410 Alternative Media
May-2017

Time : 3 Hours]

[Max. Marks : 70

Q. 1 (A) Answer the following question (any one) in brief: (7)

Describe in depth, working of a DSLR camera with illustrations

OR

Define "DEPTH OF FIELD" and describe the elements controlling DOF

(B) Write short note (any Two) (4)

1. Exposure Meters

2. Composition

3. ISO and its role in Exposure

4. White Balance and its use

(C) Write answers in one or two sentence of the following questions (3)

1. White balance controls theof light.

2. The focal length of fish eye lens ismm

3. The angle of view of normal lens is.....

Q. 2 (A) Answer the following question (any one) in brief: (7)

How to design an effective poster? Please describe stepwise

OR

Role of a new technology in designing a poster which is effective and communicative

(B) Write a Short Note.(AnyTwo) (4)

1. Role of a poster as a medium of communication.

2. Use of colours and fonts in poster (Give Example)

3. Create a poster on any current development issue related to rural areas?

(Write Subject and Concept Note to make a poster on it)

(C) Write answers in one or two sentences of the following. (3)

1. What is an 'eye catching point' in poster?

2. What is 'target person' in poster?

3. Importance of 'visual language' in poster making

Q. 3 (A) Answer the following question (any one) in brief: (7)

1. Bhavai is an entertainment medium for people from decades-

In the context of the statement-narrate your views

OR

1. How and why Bhavai is relevant form since 14th century to present time as a medium of communication.

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(B) Write Short Notes (Any two)

(4)

1. Importance of bit (TAAL) in Bhavai Dance (Nartan)
2. Importance of Song, Music and dance in Bhavai
3. Future of Bhavai
4. Bhavai writing in Present time

(C) Write answers in one or two sentence of the following question.

(3)

1. World puppetry day
2. Nautanki is folk dance of _____state
3. Folk Dance of dang adivasi is known as _____

Q. 4 Answer the following question (any one) in brief:

(7)

(A) Describe characteristics of Traditional media in detail

OR

(A) Role of Traditional Media in Social Campaign

(B) Write short note (any two)

(4)

1. Importance of Street play
2. Relevance of Folk Media
3. Future of Folk media vs. Social media

(C) Answer in one or two lines.

1. What do you mean by Kaivad?
2. Who originated Bhavaai ?
3. Give the name of three different types of Puppet.

Q.5. (A) Answer the following question (any one) in brief:

(7)

1. What are the barrier of exhibition communication –How to overcome -explain

OR

1. Display is an art –justify the statement and narrate your experience of exhibition workshop

(B) Write short note (any Two)

(4)

1. The best exhibition according to you
2. Signification of puppetry as a medium in today's world
3. Exhibition as a medium of education

(C) Write answers in one or two sentences of the following.

(3)

1. Which day is world theatre day ?
 2. Where is the "Karmacafe" exhibition display in Ahmedabad?
 3. Difference between "RAAS" and "GARBA"
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