



SARVAJANIK UNIVERSITY

S-2025 Date: 20-05-25 Time: 01:30 PM to 04:30 PM

Backlog Exam

5

Visual Arts - SEMESTER- V EXAMINATION

Course Code: BVVA10504






Total Marks: 60

Course Name: Philosophy of Arts (Indian Aesthetics/ Theory of Graphic Design)

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Indian aesthetics students attempt Q-1 to 04 (60 Marks) and Graphic Design students attempt Q-5 to 06 (60 Marks)

Q1.	Choose the correct answer.	10 Marks
	<p>Q1 Rasa literary means _____</p> <p>A Lime B Line C Juice D Light</p> <p>Q2 Alliteration and anaphora are _____. A Shabdalankara B Arthalakara C Guna D Dosha</p> <p>Q3 Madhurya, ojha and prasada are the three qualities according to _____. A Kuntaka B Vamana C Bhamaha D Vishwanath</p> <p>Q4 'Vishwarupa : The cosmic form of Vishnu' is an example of _____ Rasa. A Sringara B Karuna C Adabhuta D Bibhatsya</p> <p>Q5 _____ in his text 'Kavyalankarchitravrutti' declares riti as the soul of poetry. A Bhamaha B Kuntaka C Dandin D Vamana</p>	

Q.2	Answer the following Short Question (Any One)	15 Marks
	<p>a) Describe Riti School in detail.</p> <p>OR</p> <p>b) Write about historical survey on word Rasa and describe it with reference to Bharata's Natyashashtra with corresponding Bhava.</p>	
Q.3.	Answer the following Long Question (Any One)	25 Marks
	<p>a) What is Alamkara? Describe it with proper examples.</p> <p>OR</p> <p>b) Explain Dhvani theory with the view of different scholars.</p>	
Q.4.	Identify only Rasa from the images.	10 Marks
	 <p>1</p>  <p>2</p>  <p>3</p>  <p>4</p>  <p>5</p>	
Q-5	MCQs	15 Marks

****1. What is the primary focus of 'Mass Production and Transportation' in the context of advertising?****

- A) Enhancing product design
- B) Expanding the reach of advertising messages
- C) Reducing product costs
- D) Creating new advertising strategies

****2. Which quality of modern advertising involves using scientific methods to analyze consumer behavior?****

- A) A Science
- B) A Business
- C) A Profession
- D) An Art

****3. What characterizes the 'Period of Expansion' in the history of advertising?****

- A) Development of the printing press
- B) Growth in advertising techniques and media reach
- C) Introduction of digital advertising
- D) Focus on scientific advancements

****4. During which period did advertising see the integration of scientific principles and technological innovations?****

- A) Pre-printing Period
- B) Period of Consolidation
- C) Period of Scientific Developments
- D) Period of Expansion

****5. What is one key social benefit of advertising related to employment?****

- A) Advertising reduces job opportunities in media sectors.
- B) Advertising creates job opportunities in various fields, including marketing and design.
- C) Advertising increases outsourcing of jobs.
- D) Advertising eliminates the need for professional skills.

****6. How does advertising help in reducing selling costs?****

- A) By decreasing production costs
- B) By increasing the efficiency of sales processes through brand recognition
- C) By offering discounts directly
- D) By simplifying product designs

****7. What is the focus of 'Truth in Advertising'?**

- A) To ensure creative advertising strategies
- B) To promote transparency and honesty in advertising messages
- C) To use the latest technology in advertisements
- D) To target specific demographics effectively

****8. What is the main purpose of 'campaign planning' in advertising?**

- A) To develop new products
- B) To outline the strategy and goals for an advertising campaign
- C) To create visual designs
- D) To select media channels

	<p>**9. Which printing process involves creating images through a mesh screen and ink?**</p> <ul style="list-style-type: none"> - A) Offset Printing - B) Relief Printing - C) Screen Printing - D) Photogravure Printing <p>**10. What does the 'Period of Consolidation' in advertising history signify?**</p> <ul style="list-style-type: none"> - A) The emergence of digital media - B) The stabilization and standardization of advertising practices - C) The invention of the printing press - D) The beginning of direct marketing techniques <p>**11. What is the significance of 'visual hierarchy' in graphic design?**</p> <ul style="list-style-type: none"> - A) It determines the color scheme of the design. - B) It organizes elements to guide the viewer's attention to the most important parts. - C) It defines the texture and pattern used in the design. - D) It selects the appropriate typography. <p>**12. How does 'Proximity' affect the design of an advertising layout?**</p> <ul style="list-style-type: none"> - A) By enhancing visual contrast - B) By grouping related items together to improve readability and organization - C) By choosing appropriate color schemes - D) By selecting suitable fonts <p>**13. In the context of advertising, what does 'Campaign Objectives' typically include?**</p> <ul style="list-style-type: none"> - A) Media buying strategies - B) Detailed creative briefs - C) Clear, measurable goals for what the campaign aims to achieve - D) Production schedules <p>**14. What is the primary role of 'Offset Printing' in modern advertising?**</p> <ul style="list-style-type: none"> - A) To create textured effects in prints - B) To produce high-quality, large-volume prints with consistent quality - C) To print detailed, color-rich photographic reproductions - D) To apply special coatings to printed materials <p>**15. Which principle of graphic design involves creating visual interest through the use of contrasting elements?**</p> <ul style="list-style-type: none"> - A) Balance - B) Contrast - C) Alignment - D) Repetition 	
Q-6	Write an answer	45 Marks

	<p>1. Explain the concept of 'Direct and Indirect Advertising' and provide examples of each. How do they differ in their approach to marketing? 5 marks</p> <p>2. Describe the key developments during the 'Period of Scientific Developments' and their influence on advertising strategies. 5 marks</p> <p>3. Discuss the role of advertising in promoting freedom of the press and its implications for media integrity. 5 marks</p> <p>4. Compare and contrast 'Relief Printing' and 'Offset Printing' techniques, highlighting their applications and benefits in advertising. 10 marks</p> <p>5. Describe the main objectives of an advertising campaign and explain how these objectives guide campaign planning. 5 marks</p> <p>6. Analyze the role of advertising in reducing selling costs and how it benefits businesses. 10 marks</p> <p>7. Explain the significance of 'Campaign Objectives' in determining the overall success of an advertising campaign. 5 marks</p>	
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