

	b) Write a note on Theory of Riti.	
Q.3.	Answer the following Long Question. (Any One)	10 Marks
	a) Write a descriptive note on Alamkara with appropriate examples. OR b) Explain Dhvani theory with the view of different scholars.	
Q.4.	Write short answers. (Any Two)	04 Marks
	1) What is Kavi antargat Bhava? 2) Write five names of Vyabhichari Bhavas. 3) Write Rasa sutra. 4) The word rasa was borrowed from which Veda by Bharat?	
Q.5	Match the following:	10 Marks
	<div> <div>A. Nike logo</div> <div>1. Primary colour</div> </div> <div> <div>B. Fedex logo</div> <div>2. Mascot logo</div> </div> <div> <div>C. Apple logo</div> <div>3. Wordmark</div> </div> <div> <div>D. Pillsbury logo</div> <div>4. Abstract mark</div> </div> <div> <div>E. Red colour</div> <div>5. Secondary colour</div> </div> <div> <div>F. Green colour</div> <div>6. Symbol or pictorial mark</div> </div> <div> <div>G. Poppins</div> <div>7. Space between letters in a word</div> </div> <div> <div>H. Baskerville</div> <div>8. Space between two letters</div> </div> <div> <div>I. Kerning</div> <div>9. Serif Typeface</div> </div> <div> <div>J. Tracking</div> <div>10. San serif Typeface</div> </div>	
Q.6	Answer the following Question.	5 marks
	Name any 5 colour schemes	
Q.7	Answer the following Long Question. (Any One)	10 marks
	a. Write attitudes of graphic design? OR a. Write attributes of graphic design?	