

Enrolment No. _____

SARVAJANIK UNIVERSITY

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W-2024 Date: 24_03_2025

09_30 am to 11_30 am

Remedial/Re-Exam

BVA-III - SEMESTER- V EXAMINATION

Course Code: BVVA10504

Total Marks: 60

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

Instructions:

1. Theory of Graphics Design students please attempt question number 04 to 06(60 Marks) and Indian Aesthetics students please attempt question number 01 to 03(60 Marks)
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q-1 Choose the correct answers.

(10 Marks)

Q-1	Vritti is the product of Riti
A	False
B	True
C	None of these
D	Above all

Q -2	Upama, Rupaka, and Shlesha are types of _____.
A	Riti
B	Guna
C	Alamkara
D	Dhwani


Q-3	What is 'Abhidha'?
A	Indirect meaning
B	Direct Meaning
C	Pure meaning
D	Spiritual meaning


Q-4	Bharata mentions total _____ bhavas and classified them as sthayi, vyabhichari and sattvikbhava.
A	33
B	49
C	8
D	9


Q-5	Which are Sattvik bhavas?
A	Utsaha, moha, vaivarnya
B	Rati, soka, hasya
C	Vibodh, vishad, vrida
D	Romanch, pralaya, svarbhanga


Q-2 Identify the rasa from Images.


(10 Marks)

Q -1	 <p>Identify rasa from this image.</p>
A	Karuna
B	Shringar
C	Bibhatsya
D	Hasya

Q-2	 <p>Identify rasa from this image</p>
A	Shant
B	Bibhatsya
C	Veer
D	adbhuta

Q-3	 <p>Identify rasa from this image</p>
A	Raudra
B	Shringar
C	Bhayanaka
D	Karuna

Q-4	 <p>Identify rasa from this image</p>
A	Bhayanaka
B	Shant
C	Karuna
D	Raudra

Q-5	 <p>Identify rasa from this image</p>
A	Bibhatsya
B	Shringar
	C) Adbhuta
	D) Shant

Q-3 Descriptive Answers. (Any two)

(40 Marks)

- a) Explain corresponding Bhavas of shringara Rasa, Adabhuta Rasa and Raudhra Rasa with appropriate examples from Indian painting or sculpture.

OR

What is Alamkara? Describe it with proper examples.

- b) Explain Riti School in detail.

OR

Write about Dhvani theory in context of Anandavardhana's view.

- c) How many types of Bhavas are there? Explain shyayi bhavas and vyabhichari bhavas.

Q-4 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

****9. Which printing process involves creating images through a mesh screen and ink?****

- A) Offset Printing
- B) Relief Printing
- C) Screen Printing
- D) Photogravure Printing

****10. What does the 'Period of Consolidation' in advertising history signify?****

- 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

****11. What is the significance of 'visual hierarchy' in graphic design?****

- 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.

****12. How does 'Proximity' affect the design of an advertising layout?****

- 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

****13. In the context of advertising, what does 'Campaign Objectives' typically include?****

- A) Media buying strategies
- B) Detailed creative briefs
- C) Clear, measurable goals for what the campaign aims to achieve
- D) Production schedules

****14. What is the primary role of 'Offset Printing' in modern advertising?****

- 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

****15. Which principle of graphic design involves creating visual interest through the use of contrasting elements?****

- A) Balance
- B) Contrast
- C) Alignment
- D) Repetition

Q-5 Write an answer.

(45 marks)

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

- 2. Describe the key developments during the 'Period of Scientific Developments' and their influence on advertising strategies. 5 marks**
- 3. Discuss the role of advertising in promoting freedom of the press and its implications for media integrity. 5 marks**
- 4. Compare and contrast 'Relief Printing' and 'Offset Printing' techniques, highlighting their applications and benefits in advertising. 10 marks**
- 5. Describe the main objectives of an advertising campaign and explain how these objectives guide campaign planning. 5 marks**
- 6. Analyze the role of advertising in reducing selling costs and how it benefits businesses. 10 marks**
- 7. Explain the significance of 'Campaign Objectives' in determining the overall success of an advertising campaign. 5 marks**