

Enrolment No. _____

SARVAJANIK UNIVERSITY

W-2024 Date: 26-11-24 Time: 13_30 pm - 15_30 pm
Regular 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 05 (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 Write a correct answers.

(10 Marks)

- a) According to Indian Aesthetics, how many basic emotions or Rasas are there?
- | | |
|------|--------|
| 1) 6 | 3) 12 |
| 2) 8 | 10) 10 |

- b) Aligory and hyperbole are _____.

- | | |
|------------------|----------|
| 1) Shabdalankara | 3) Guna |
| 2) Arthalankara | 4) Dosha |

- c) Theory of Dhvani introduce by _____.

- | | |
|-----------------|-------------------|
| 1) Abhinavgupta | 3) Vamana |
| 2) Dandin | 4) Anandavardhana |

- d) Which Rasa in Indian Aesthetics is associated with the emotion of disgust or repulsion?

- | | |
|------------|--------------|
| 1) Vismaya | 3) Bibhatsya |
| 2) Adbhuta | 4) Karuna |

- e) According to Vamana _____ Riti has all the ten Gunas.

- | | |
|--------------|------------------|
| 1) vaidarbhi | 3) Gaudi |
| 2) Panchali | 4) None of these |

- Q-2 a) Explain Dhvani theory with the view of different scholars.

OR

(20 Marks)

How Sthayi bhavas corresponding to each Rasa describe with appropriate examples.

b) Write a descriptive note on Alamkara with appropriate examples.

OR

(20 Marks)

Write a descriptive note on Theory of Riti.

Q-3 Match the following

(10 Marks)

A

B

1) Krishna lifting Govardhan mountain

Raudra Rasa

2) Vishnu in meditation

Hasya Rasa

3) Mahishasur mardini'

Adabhuta Rasa

4) Krishna steals butter

Karuna Rasa

5) Woman in sorrow

Shant Rasa

Q-4 MCQs (10 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. What defines the 'Pre-printing Period' in the history of advertising?
- A) The development of mechanical printing presses
 - B) The use of handwritten and manually copied advertisements
 - C) The introduction of digital advertising platforms
 - D) The expansion of mass media
7. How did the 'Period of Expansion' influence advertising practices?
- A) By introducing color printing technologies
 - B) By expanding the range of media and techniques used in advertising
 - C) By focusing on scientific research in advertising
 - D) By consolidating existing advertising methods
8. What is a key characteristic of 'Indirect Advertising'?
- A) It involves direct calls to action
 - B) It builds brand awareness without an immediate sales pitch
 - C) It uses personal sales interactions
 - D) It targets specific consumer demographics with direct offers
9. In which period did advertising methods become more standardized and professionalized?
- A) Pre-printing Period B) Early Printing Period
 - C) Period of Consolidation D) Period of Scientific Developments
10. Which of the following best describes the role of 'Relief Printing' in advertising?
- A) Producing high-resolution images
 - B) Creating raised designs that are inked and pressed onto paper
 - C) Applying ink through a mesh screen
 - D) Reproducing photographic images with high detail

Q-5 Answer the following.

Marks: 50

1. Discuss the impact of mass production and transportation on the advertising industry during the Post-Industrial Revolution. (5 marks)
2. Explain the evolution of advertising from the 'Pre-printing Period' to the 'Early Printing Period.' (5 marks)
3. Analyze the role of advertising in creating and sustaining brand reputation and prestige. (5 marks)

4. Describe the significance of 'Truth in Advertising' and how it impacts consumer trust and the advertising industry. (5 marks)

5. Explain the principles and processes of relief printing and its application in advertising. (5 marks)

6. Discuss the impact of the 'Period of Scientific Developments' on advertising practices and technology. (5 marks)

7. Evaluate the role of 'Advertising Campaign Planning' in achieving successful advertising outcomes. What are the key components of a well-planned campaign? (10 marks)

8. Discuss the evolution of 'Indirect Advertising' and its role in modern marketing strategies. (10 marks)