Printed Pages: 01 **Sub Code: RFAA 603**

Paper Id: **166235** **Roll No.** | | | | | | | | | | |

BACHELOR OF FINE ART
(SEM VI) THEORY EXAMINATION 2018-19
DESIGN AND COMMUNICATION PRACTICES-IV

Time: 3 Hours ***Total Marks: 70***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. **2 x 7 = 14**

(a) Define the term Portable Media?
(b) What do you mean by Digital Pens?
(c) Discuss the term Layout in Advertising?
(d) Write about Outdoor Media?
(e) List down the different forms of Outdoor Media?
(f) Enumerate different types of Digital Printers?
(g) Write about Printers?

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SECTION B

2. Attempt any *three* of the following: **7 x 3 = 21**

(a) Discuss in detail about Advertising Communication?
(b) Describe the importance of Outdoor Media?
(c) Elaborate on Different processes of Printing.
(d) Define Brainstorming Exercise and Visualizing a Campaign?
(e) Write down the difference between indoor and outdoor media advertising?

SECTION C

3. Attempt any *one* part of the following: **7 x 1 = 7**

(a) Write down the difference between digital and offset printing.
(b) Describe the importance of different tools of advertising campaign.

4. Attempt any *one* part of the following: **7 x 1 = 7**

(a) Write about Media Planning?
(b) Discuss different elements of Advertising Campaign?

5. Attempt any *one* part of the following: **7 x 1 = 7**

(a) Write a note on History of Printing.
(b) Explain the of Visualizing a Campaign.

6. Attempt any *one* part of the following: **7 x 1 = 7**

(a) Write down the importance of layout in advertising.
(b) Describe the process of developing outdoor media.

7. Attempt any *one* part of the following: **7 x 1 = 7**

(a) Discuss the Principles of Advertising Communication?
(b) Explain Advertising Communication Process?