

General Instructions

1. Question paper is divided into two sections- A and B
2. Section A is theory based and section B is Application Based
3. Each section is compulsory.

**SECTION A (40 Marks)**

Answer **five** of the following in not more than 20 words each: (1x5=5)

- Q1. What do you understand by 'Multimedia' ?
- Q2. What do you understand by 'Road Shows' ?
- Q3. What do you understand by 'Offset Printing' ?
- Q4. What do you understand by 'Hoardings'?
- Q5. Define 'Rule of thirds'

Answer **four** in not more than 50 words each: (3x4=12)

*( use/incorporate illustration wherever possible ):*

- Q6. Explain 'Online Newspaper'.
- Q7. Compare and contrast product campaign and non-product campaign.
- Q8. How does the use of appropriate colour scheme help in setting the mood of a design?
- Q9. According to you which one is the oldest communication media? Support your answer with examples.

Answer **three** in not more than 75 words each: (5x3=15)

*( use/incorporate illustration wherever possible ):*

- Q10. Explain the difference between print and electronic media, giving examples of their advantages and disadvantages.
- Q11. Make a list of people who would come under creative side of the advertising business.
- Q12. Which are the software you have been using of images. Compare any two by giving their advantages and disadvantages.

Answer any **one** in not more than 150 – 200 words: (8x1=8)

- Q14. For a rural campaign on 'save the girl child' which media would you use and why?

## SECTION B (30 Marks)

Attempt any **three** questions out of four given below: (Q.18 to Q.21) (3x4=12)

Q15. Create a GUI icon for mobile application like "Messenger" in 10 cm X 10 cm size.

Q16. Creating a logo for "Smart City" in 10 cm X 10 cm size.

Q17. Design a detail 'Plastic Water bottle' with texture in 10 cm X 10 cm size.

Attempt any **two** questions out of three given below: (2x5=10)

Q18. Design a Poster to Create social awareness about 'Blood donation is novel donation' in 15 cm X 20 cm size.

Q19. Create a sign one of the following (15 cm X 20 cm size) in circular shape. 'Forest Area'

Answer any **one** : (1x8=8)

Q.20. Design a logo by juxtaposing two ideas, show two stages of its developments thumbnails (4 cm X 4 cm) and the final logo in 18 cm X 25 cm size

**"Engineering Institute ' with motto 'Moving is growing"**

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