

D 15020

(Pages : 4)

Name.....

Reg. No.....

**FIFTH SEMESTER BACHELOR OF GRAPHIC DESIGN AND ANIMATION
(CUCBCSS) EXAMINATION, NOVEMBER 2016**

B.G.D.A.

GDA 5D 01—MEDIA PUBLISHING

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes

Total No. of Questions : 20

Maximum : 20 Marks

INSTRUCTIONS TO THE CANDIDATE

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2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
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GDA 5D 01—MEDIA PUBLISHING

(Multiple Choice Questions for SDE Candidates)

1. What is the extension of Adobe Indesign ?
 - (A) PSD.
 - (B) AEP.
 - (C) INDD.
 - (D) CDR.
2. Master pages :
 - (A) Cover Page.
 - (B) For setting common elements.
 - (C) Chapter Page.
 - (D) None of the above.
3. Which file format contain photorealistic images ?
 - (A) JPG.
 - (B) CDR.
 - (C) EPS.
 - (D) DWG.
4. How to create PDF files from Adobe Indesign ?
 - (A) Create PostScript file and rendered to PDF.
 - (B) Adobe PDF presets.
 - (C) Page setup as PDF.
 - (D) None of the above.
5. Increase the font size in Indesign :
 - (A) Ctrl - Shift - >.
 - (B) Ctrl -Shift - <.
 - (C) Ctrl - Alt ->.
 - (D) Ctrl - Alt - <.
6. In Indesign Alt + Shift + F11 stands for :
 - (A) Story Editor.
 - (B) Glyphs.
 - (C) Leading.
 - (D) None of the above.
7. A4 size :
 - (A) 28 × 22 cm.
 - (B) 29.7 × 21 cm.
 - (C) 30.5 × 23 cm.
 - (D) 18 × 27 cm.

8. Text wraps :
- (A) Surround a picture with text. (B) Cropping the text.
(C) Editing the text. (D) None of the above.
9. Web feed printing :
- (A) Offset printing with sheet. (B) Offset printing with roll.
(C) Digital printing with sheet. (D) None of the above.
10. Texture :
- (A) Difference in elements. (B) Difference in image.
(C) None of the above. (D) The surface feels of an object.
11. In Indesign command Ctrl + J is used for :
- (A) Page Setup. (B) Go to Page.
(C) Color settings. (D) None of the above.
12. All text in InDesign resides inside containers called :
- (A) Text Frames. (B) Paragraph Align.
(C) Cropping. (D) None of the above.
13. _____ is a collection of documents that can share styles, swatches, master pages, and other items.
- (A) A book file. (B) A template.
(C) A document. (D) None of the above.
14. Controls how far you have to move your mouse or stylus before a new anchor point is added to the path :
- (A) Smoothness. (B) Fidelity.
(C) Blending. (D) None of the above.
15. Proof of type and graphics as they will look on the finished page complete with elements such as headings, rules and folios :
- (A) Page Proof. (B) Spoilage.
(C) Manuscript.

16. Small, detailed page diagram showing where all elements go :
- (A) Blueprint. (B) Dummy.
(C) Composition.
17. A special headline treatment reserved for stories continued from another page :
- (A) Jump headline. (B) Cutline.
(C) Byline.
18. Secondary colors :
- (A) Red, Yellow, Blue. (B) Orange, Green, Violet.
(C) Blue, Green, Red.
19. Adjustment of horizontal space between two written characters :
- (A) Kerning. (B) Leading.
(C) Setting.
20. Image manipulation :
- (A) Image Exchange. (B) Image Editing.
(C) Image Exporting. (D) None of the above.

**FIFTH SEMESTER BACHELOR OF GRAPHIC DESIGN AND ANIMATION
(CUCBCSS) EXAMINATION, NOVEMBER 2016**

B.G.D.A.

GDA 5D 01—MEDIA PUBLISHING

Time : Two Hours

Maximum : 40 Marks

Part A

*Answer the following in a word/sentence.
Each question carries 1 mark.*

1. Which are the two categories of typefaces ?
2. In offset printing images are reproduced :
 - (A) Reduced.
 - (B) Upside down.
 - (C) Reverse.
 - (D) Exactly the same.
3. First movable types were invented by _____.
4. Fog Index is a measure of the _____.
5. Recto is always the _____ page of a book.
6. The paper coated on one side is called _____.
7. The second stage of layout is also called _____.
8. Give any two examples of commonly used serif fonts.

(8 × 1 = 8 marks)

Part B

*Give short answers to any five of the following.
Each question carries 2 marks.*

9. What is Screen Printing ?
10. Write a short note on Letterpress Printing.
11. What is Engraving ?
12. What are Serif Fonts ?
13. What is a type face ?

14. What is Flat-bed printing ?
15. What is Embedding ?

(5 × 2 = 10 marks)

Part C

*Give paragraph answers to any two of the following.
Each question carries 6 marks.*

16. Explain different types of Printing.
17. Explain Letterpress printing processes.
18. Explain the basic tools used for word processing.
19. Explain different types of printers.
20. What is Typography ? Explain the basic principles in type designing.

(2 × 6 = 12 marks)

Part D

*Write long essays to any one of the following.
The question carries 10 marks.*

21. Explain the development of Printing Technology.
22. Explain the processes in page lay outing and the role of modern technology in it.

(1 × 10 = 10 marks)

**FIFTH SEMESTER BACHELOR OF GRAPHIC DESIGN AND ANIMATION
DEGREE EXAMINATION, NOVEMBER 2016****(CUCBCSS)****B.G.D.A.****GDA 5B 13—INTRODUCTION TO MOTION GRAPHICS****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
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GDA 5B 13—INTRODUCTION TO MOTION GRAPHICS
(Multiple Choice Questions for SDE Candidates)

1. Motion capture :

- (A) Capturing action for Animation.
- (B) Taking a still picture.
- (C) Capturing an image to Computer.
- (D) None of the above.

2. Restoring :

- (A) Convert to a former condition.
- (B) Increasing Dpi.
- (C) Increasing clarity.
- (D) None of the above.

3. Format Sequences :

- (A) Combine Standard and HD sequence in frame.
- (B) Order of sequence.
- (C) Format enhancing.
- (D) None of the above.

4. Tracking :

- (A) Track and trolley.
- (B) Locating a moving object.
- (C) Tracking of a sequence in a script.
- (D) None of the above.

5. NLE stands for ?

- (A) Non Linear Editing.
- (B) Narrow Linear Editing.
- (C) Non Line Editing.
- (D) None of these.

6. Functions of scale ?

- (A) Makes a picture or an object, grow or shrink.
- (B) To measure.
- (C) To draw a grid.
- (D) None of the above.

7. Ease in :

- (A) Slowing down the speed of moving picture.
- (B) Boost speed of a movie picture.
- (C) To freeze a moving picture.
- (D) None of the above.

8. Functions of graph editor ?

- (A) Changing the rotation speed and the degree of rotation.
- (B) Fading out.
- (C) Wiping out.
- (D) Fade in.

9. What is a mask in Adobe After effects ?

- (A) Modify a picture part.
- (B) Delete all the actions.
- (C) Record key frame.
- (D) None of the above.

10. File extension for Adobe After Effects projects ?

- (A) aep.
- (B) pgd.
- (C) psd.
- (D) dop.

11. How rotate picture :

- (A) Pressing o on Key board.
- (B) Pressing r on Key board.
- (C) Pressing m on Key board.
- (D) Pressing n on Key board

12. Functions of a split layer :

- (A) Animate separately for each layer.
- (B) Spitting the frames.
- (C) Spitting the pages.
- (D) Spitting the frames.

13. What is a composition ?

- (A) Creative arrangement.
- (B) Writing a thesis.
- (C) Blending two frames.
- (D) Overlapping two frames.

14. Computer monitors display in this color format :
- (A) RGB. (B) RYB.
(C) CMYK. (D) CMBK.
15. Which of the following file formats is NOT a piece of film ?
- (A) AVI. (B) MOV.
(C) MPEG. (D) PNG.
16. Which of the following file types is NOT an audio file ?
- (A) MPEG. (B) WAV.
(C) MP3. (D) WMA.
17. Audio :
- (A) BMP. (B) GIF.
(C) MIDI. (D) PSD.
18. CCD :
- (A) Charge Coupled Device. (B) Computer Core Device.
(C) Complementary Color Data. (D) Charge Computer Digit.
19. Father of Animated cartoons ?
- (A) Walt Disney. (B) Winsor Mc Kay.
(C) Otto Mesmer. (D) None of the above.
20. Converts shape in to Image :
- (A) F8. (B) F7.
(C) F9. (D) F1.

**FIFTH SEMESTER BACHELOR OF GRAPHIC DESIGN AND ANIMATION
DEGREE EXAMINATION, NOVEMBER 2016****(CUCBCSS)****B.G.D.A.****GDA 5B 11—INTRODUCTION TO ONLINE MEDIA****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
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GDA 5B 11—INTRODUCTION TO ONLINE MEDIA

(Multiple Choice Questions for SDE Candidates)

1. Hypermedia :
 - (A) Print Media.
 - (B) Computing, Communications, and content.
 - (C) Interactive media.
 - (D) Video, Audio, text.
2. Videoblog :
 - (A) Video Communication.
 - (B) Web Television.
 - (C) Video Documentary.
 - (D) Video Magazine.
3. XML :
 - (A) Extensible Markup Language.
 - (B) Embedded Markup language.
 - (C) Electronic Markup Language.
 - (D) None of the above.
4. Tim Berners Lee :
 - (A) World Wide Web.
 - (B) Arpanet
 - (C) Hypertext Editing System.
 - (D) Personal Computer.
5. Cyber space :
 - (A) Anything associated with Internet.
 - (B) Space for web design.
 - (C) Server space.
 - (D) None of the above.
6. DHTML :
 - (A) Data HTML.
 - (B) Dynamic HTML.
 - (C) Design HTML.
 - (D) None of the above.
7. Episodes :
 - (A) Interactive web pages.
 - (B) Episode of Internet TV.
 - (C) TV Episode.
 - (D) None of the above.

8. Gateway of Websites :
- (A) Portal. (B) Home page.
(C) HTML. (D) Interface.
9. Difference in luminance :
- (A) Harmony. (B) Composition.
(C) Contrast. (D) None of the above.
10. Webcasting :
- (A) Casting of elements for web. (B) Broadcast over internet.
(C) Hosting of web page. (D) None of the above.
11. Interactivity :
- (A) Accepts and responds to input. (B) Activity of networks.
(C) Intranet. (D) None of the above.
12. Choose the correct HTML tag for the smallest size heading ?
- (A) <heading>. (B) <h6>.
(C) <h1>. (D) <head>.
13. What does vlink attribute mean ?
- (A) Visited link. (B) Virtual link.
(C) Very good link. (D) Active link.
14. Which tag creates a check box for a form in HTML ?
- (A) <checkbox>. (B) <input type="checkbox">.
(C) <input=checkbox>. (D) <input checkbox>.
15. The special formatting codes in HTML document used to present content are :
- (A) Tags. (B) Attributes.
(C) Values. (D) None of above.

16. Some tags enclose the text. Those tags are known as :
- (A) Couple tags. (B) Single tags.
(C) Double tags. (D) Pair tags.
17. The _____ character tells browsers to stop tagging the text.
- (A) ?. (B) /.
(C) >. (D) %.
18. To create a blank line in your web page :
- (A) Press Enter two times. (B) Press Shift + Enter.
(C) insert
 tag. (D) insert <BLINE>.
19. The way the browser displays the object can be modified by _____.
- (A) Attributes. (B) Parameters.
20. A homepage is :
- (A) An index of encyclopedia articles.
(B) Where all Internet data is stored.
(C) Required for access to the Internet.
(D) The first page of a website.

**FIFTH SEMESTER BACHELOR OF GRAPHIC DESIGN AND ANIMATION
DEGREE EXAMINATION, NOVEMBER 2016****(CUCBCSS)****BGDA****GDA 5B 10—GRAPHICS AND ANIMATION IN ADVERTISING****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

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GDA 5B 10—GRAPHICS AND ANIMATION IN ADVERTISING

(Multiple Choice Questions for SDE Candidates)

1. A specific co-ordinated advertising effort on behalf of a particular product or Service that extends for a specified period of time :
 - (A) Campaign.
 - (B) Trial.
 - (C) Marketing.
 - (D) Commercial.
2. The process of reserving time or time periods with a Station or network; checking on available advertising time.
 - (A) Free time.
 - (B) Cross time.
 - (C) Clear time.
 - (D) Reserved time.
3. In planning and obtaining publicity, a frequently used tool is the _____, which is an announcement regarding changes in the Company or the product line.
 - (A) Trade show.
 - (B) News release.
 - (C) Infomercial.
 - (D) Double-page spread
4. The ad advised readers to “try your skill at using our cream cheese to create an exciting new recipe and you may be the winner of a trip for two to Hawaii.” This ad was promoting a :
 - (A) Premium.
 - (B) Sweepstakes.
 - (C) Deal.
 - (D) Contest.
5. A/An _____ made up of the company’s own advertising staff may provide full services or a limited range of services.
 - (A) Intrafirm agency.
 - (B) In-house agency.
 - (C) Promotional department.
 - (D) Full-service agency.
6. One reason for using magazines as an advertising medium is :
 - (A) Their ability to target specific audiences.
 - (B) The short lead time needed to place an ad.
 - (C) Their low cost.
 - (D) The lack of noise associated with the use of magazines in the communication channel.

7. One reason for using radio as an advertising medium is :
- (A) Its high cost.
 - (B) Its long lead time required for the placement of an ad.
 - (C) Its inability to use humour.
 - (D) It is segmented.
8. AdSense is :
- (A) An advertising agency.
 - (B) Set of regulations and Standards in advertising.
 - (C) Google is advertising Programme to display ads in web pages.
 - (D) Awareness programme introduced to give advices about the advertising tendencies to the consumers.
9. The possible exposure of the advertising message to one audience member :
- (A) Impression
 - (B) Hit.
 - (C) GRP.
 - (D) Exposure rate
10. 'Art' in advertisement implies :
- (A) The whole visual presentation.
 - (B) The traditional or modern art forms used in an advertisement.
 - (C) Graphics and animations used in an advertisement.
 - (D) The ambience created to present an idea through an advertisement.
11. INS means :
- (A) International Newspaper Society.
 - (B) Indian National Services.
 - (C) Indian Newspaper Society.
 - (D) Indian Newspaper Services.
12. _____ is defined as the number of different people or households exposed to an advertisement.
- (A) Scope.
 - (B) Share.
 - (C) Reach.
 - (D) Span.
13. Advertisements intended to promote sale of the products by appealing directly to the consumers/ buyers is called, _____.
- (A) Consumer Advertising.
 - (B) Consumption Advertising.
 - (C) Retail Advertising.
 - (D) Trade Advertising.

14. The hierarchy of human needs' is a valuable guide in the process of Ad. copy formulation. Who devised it ?
- (A) Abraham H. Maslow. (B) Philip Lesley.
(C) Paul Lazarsfeld. (D) Leon Festinger.
15. _____ is defined as the percentage of households in a market that are tuned to a particular television show or radio Station.
- (A) Gross rating points. (B) Reception rate.
(C) Target audience reach. (D) Rating.
16. Infomercials often resemble other types of television shows, including :
- (A) Talk shows.
(B) Live, audience-participation shows.
(C) News shows.
(D) All of these
17. What two major communication channels do marketers use to convey their product to consumers ?
- (A) Word-of-mouth and commercials.
(B) Personal and non-personal channels.
(C) Message source and feedback.
(D) Print media and events.
18. Awareness, _____, _____, preference, _____ and purchase are the stages consumers move through in terms of buyer-readiness.
- (A) Post-purchase, knowledge, liking. (B) Liking, attitude, conviction.
(C) Knowledge, liking, conviction. (D) Knowledge, liking, attitude.
19. _____ consists of short-term incentives to encourage the purchase or sale of a product or Service.
- (A) A segmented promotion. (B) Sales promotion.
(C) Advertising. (D) A patronage reward.
20. _____ define the task that advertising must do with a specific target audience during a specific period of time.
- (A) Advertising strategies. (B) Message decisions.
(C) Advertising campaigns. (D) Advertising objectives.

D 15016

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Name.....

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**FIFTH SEMESTER BACHELOR OF GRAPHIC DESIGN AND ANIMATION
DEGREE EXAMINATION, NOVEMBER 2016**

(CUCBCSS)

B.G.D.A.

GDA 5B 09—GRAPHIC SYNCHRONIZED VISUAL IMAGE EDITING

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes

Total No. of Questions : 20

Maximum : 20 Marks

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GDA 5B 09—GRAPHIC SYNCHRONIZED VISUAL IMAGE EDITING
(Multiple Choice Questions for SDE Candidates)

1. Composite Video signal :

- (A) Analogue. (B) Digital.
(C) Non-linear. (D) None of the above.

2. PSNR :

- (A) Peak signal-to-noise ratio.
(B) Programmable system for non-linear recording.
(C) Process system News Recording.
(D) None of the above.

3. Analog video :

- (A) SVHS. (B) DAT.
(C) WAV. (D) MPEG.

4. Multimedia :

- (A) Text, Audio, Images. (B) Print media.
(C) Cassette media. (D) None of the above.

5. Final Cut Pro :

- (A) Video Editing. (B) Sound Mastering.
(C) Image Editing. (D) None of the above.

6. Action cutting :

- (A) Matching an action. (B) Removing an action.
(C) Stopping an action. (D) None of the above.

7. Cross cutting :

- (A) Parallel editing. (B) Diagonally cutting.
(C) Removing frames. (D) None of the above.

8. VTR :

- (A) Video Tape Recording. (B) Video Transferring and Removing.
(C) Vector Tape Recording. (D) None of the above.

9. EDL :

- (A) Educational Documentary for Learning.
(B) Editing Digital List of shots.
(C) Edit Decision List.
(D) None of the above.

10. FCP :

- (A) Final Cut Pro. (B) Financially costly project.
(C) Final Cost preparation. (D) None of the above.

11. Scene structure :

- (A) Building block of script. (B) Frame of a story board.
(C) List of Importing Clips. (D) None of the above.

12. Audio effects :

- (A) Artificially created enhanced sound.
(B) Live recording from Guitar.
(C) Flute concert.
(D) None of the above.

13. Audio mixer :

- (A) Console. (B) Mixing machine.
(C) Broadcasting equipment. (D) None of the above.

14. Key frames :

- (A) Beginning frame. (B) Beginning and Ending frame.
(C) Ending frame. (D) In between frame.

15. MPEG :

- (A) Broadcasting.
- (B) Video Compression.
- (C) Image Compression.
- (D) None of the above.

16. Video :

- (A) 25 frames per second.
- (B) 24 frames per second.
- (C) 16 frames per second.
- (D) 26 frames per second.

17. Alpha Compositing :

- (A) Composing an Image with background.
- (B) First step of Composing.
- (C) Final editing.
- (D) None of the above.

18. Take is a version of a ———.

- (A) Shot.
- (B) Scene.
- (C) Sequence.
- (D) Mise-en scene.

19. In ——— pan the camera pans as it follows a moving subject.

- (A) Surveying.
- (B) Following.
- (C) Interrupted.
- (D) Whip.

20. Track shot :

- (A) Dolly.
- (B) Trolley.
- (C) Tripod.
- (D) None of the above.