

Exam. Code : 106502

Subject Code : 1823

BMM Semester—II

TECHNICAL THEORY OF MEDIA—I

(Print Media)

Time Allowed—3 Hours] [Maximum Marks—100

Note :— Attempt any *five* questions. Each question carries 20 marks.

1. Write a note on kinds of Printing.
2. What do you mean by Line Drawing and Line Shading ?
3. Write on :
  - (a) Type Writer
  - (b) Laser Printer
  - (c) Electrography
  - (d) Image Setter.
4. Discuss type of Modern Printing.
5. Discuss in detail, the type of Print Advertisements.
6. What is the role of Print Media in today's advertisement world ? Discuss with example.

7. Write on :
  - (a) Monograms
  - (b) Logo Designing
  - (c) Letter Head Designing.
8. Define the term advertisement with special reference to Newspaper/Magazine Advertisements.