

**Exam. Code : 112102**

**Subject Code : 3551**

**B.Design (Multimedia) 2<sup>nd</sup> Semester**

**THEORY OF MEDIA**

**(Print Media and Script Writing)**

**Paper—III**

**Time Allowed—3 Hours]**

**[Maximum Marks—75**

**Note :—** Candidates are required to attempt **FIVE** questions, selecting at least **ONE** question from each Section. The **fifth** question may be attempted from any Section.

**SECTION—A**

1. Discuss the evolution of printing technology from the past till present.
2. 'Printing technology is a boon for Print Media'. Justify the statement.

**SECTION—B**

3. Write short notes on the following :
  - (i) Silkscreen Printing
  - (ii) Gravure
  - (iii) Letterpress.
4. How is modern printing different from traditional methods of printing ? Explain.

**SECTION—C**

5. How newspaper printing is different from magazine printing ? Discuss in detail.

6. Discuss the following :

- (i) Direct Mailer
- (ii) Matrimonial Ads
- (iii) Flash Card.

#### SECTION—D

7. Write brief notes on the following :

- (i) Variety Program
- (ii) Docu-Drama
- (iii) Writing Scenes for a Daily Soap.

8. What approaches can be followed in developing characters and dialogues for a feature film ? Discuss.  $15 \times 5 = 75$