

11-6-22  
(MFB)

Exam. Code: 112102

Subject Code: 3253

B.Design (Multimedia) 2<sup>nd</sup> Semester (Batch 2021-25)

**THEORY OF MEDIA-I**

**(Print Media & Script Writing)**

**Paper—III**

Time Allowed—3 Hours]

[Maximum Marks—75

**Note :-** Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The **fifth** question may be attempted from any section. All questions carry equal marks.

**SECTION—A**

1. Bring out the differences between wood engraving and wood cut.
2. Trace out the evolution of printing in India.

**SECTION—B**

3. Discuss the merits and demerits of gravure printing.
4. How letterpress printing is different from offset printing ?

**SECTION—C**

5. Write a note on different types of print advertisements.

6. How is newspaper publishing different from magazine publishing ? Discuss.

#### SECTION—D

7. How are docu-dramas different from feature films ? Discuss in detail.
8. Write about the various approaches used in character development.