



WEST BENGAL STATE UNIVERSITY
B.A. Honours/Programme 2nd Semester Examination, 2020

**JORHGEC02T/JORGCOR02T- JOURNALISM AND MASS COMMUNICATION
(GE2/DSC2)**

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks
Candidates should answer in their own words and adhere to the word limit as practicable
All symbols are of usual significance*

- I. Answer any *five* questions from the following: 2×5 = 10
- (i) According to the Greek origin of the term Photography, its meaning is:
(A) drawing light (B) light and drawing
(C) drawing with light (D) light and colours
- (ii) Pixel refers to:
(A) A cartoon channel (B) A sensor
(C) A colour dot in a digital image (D) Digital memory
- (iii) Before the advent of digital, the technology that gave use of instant prints of photographs was called:
(A) Android (B) Cyanotype (C) Polaroid (D) Lithograph
- (iv) The person who selects and places photographs in a publication is called:
(A) Photo Selector (B) News Editor (C) Photo Setter (D) Photo Editor
- (v) Which of the following is not a Photo editing software?
(A) Polarr (B) Aurora HDR (C) Audacity (D) Corel Draw
- (vi) Which genre of photography involves shooting products?
(A) Macro photography (B) Wildlife photography
(C) Commercial photography (D) Architecture photography
- (vii) Full form of DSLR is:
(A) Digital Single Lens Reflex (B) Direct Sensor Lens Reflex
(C) Direct Small Lens Reflector (D) Digital Small Lens Reflector
- (viii) The amount of Light or Darkness on Photograph is known as the:
(A) Exposure (B) Shutter speed (C) Contrast (D) Sharpness

(ix) When a photographer wants complete control of the camera, the mode he/she should select is:

- (A) Auto (B) Manual
(C) Aperture-Priority (D) Shutter Priority

(x) What is dodging in Photography?

- (A) Making the exposure darker during printing or editing
(B) balancing the light meter
(C) Making the exposure lighter during printing or editing
(D) Changing the ISO

2. Answer any **four** questions from the following: 10×4 = 40
- (a) Write in detail how Digital Photography evolved. 10
- (b) What is Photo Journalism? How Photography plays an important role in news media? 4+6
- (c) What is commercial Photography? Discuss the role of Photography in Advertising. 4+6
- (d) Write notes on any **two** of the following: 5+5
- (i) Sports Photography
(ii) Nature Photography
(iii) Product Photography
(iv) News Photography.
- (e) Compare the advantages and challenges a photographer may have while working in Natural Lighting and in Artificial Lighting. 10
- (f) What is a 'Red eye' and why it may happen in Photographs? How a red eye can be corrected during editing? 5+5

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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