



BRAINWARE UNIVERSITY

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Barasat, Kolkata -700 125

Term End Examination 2022
Programme – B.Sc.(AM)-Hons-2022
Course Name – Fundamentals of Illustration and Digital media
Course Code - BMMC102
(Semester I)

Full Marks : 60

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Time : 2:30 Hours

1 x 15=15

Group-A

(Multiple Choice Type Question)

1. Choose the correct alternative from the following :

- (i) Select the non-impact Printer.
a) Daisy Wheel
b) Dot Matrix
c) Ink Jet
d) All of these
- (ii) Select the full form of DTP.
a) Data publishing
b) Data printing
c) Desktop printing
d) Desktop publishing
- (iii) Identify the printers the uses a ribbon.
a) Dot matrix
b) Inkjet printer
c) Drum printer
d) Laser printer
- (iv) Select the types of printing techniques that offer the best quality of printing among the following options.
a) Screen printing
b) Gravure printing
c) Letterpress printing
d) Offset printing
- (v) Choose the inventor of Printing Press.
a) Johannes Gutenberg
b) Thomas Edison
c) Boris Becker
d) Max Wertheimer
- (vi) Indicate how many cylinders are used in offset printing.
a) 2
b) 4
c) 3
d) 5
- (vii) Choose an appropriate answer to fill in the blanks. RGB stands for _____.
a) Red, Green, Black
b) Red, Gray, Black
c) Red, Gray, Blue
d) Red, Green, Blue
- (viii) Write which of the following is a Printing Mark.
a) Crop
b) Registration

- c) Folding
- (ix) Choose an appropriate answer to feeling blanks The preferred print resolution is ____ DPI
 - a) 72
 - b) 300
 - c) 150
 - d) None of these
- (x) Write which of the following processes is a Post printing process.
 - a) Lamination
 - b) Proofing
 - c) Colour Separation
 - d) Registration Checking
- (xi) Choose the color scheme that uses colors that sit side by side on the color wheel and have a common hue
 - a) color scheme
 - b) Monochromatic color scheme
 - c) Triad color scheme
 - d) Analogous color scheme
- (xii) Choose which of the following is the short cut key of Layers panel in Adobe Photoshop.
 - a) F9
 - b) Ctrl + L
 - c) F7
 - d) Alt + L
- (xiii) Select the extension name of Adobe InDesign library?
 - a) .indb
 - b) .indt
 - c) .indl
 - d) .indd
- (xiv) Select the menu which contains the text frame option in Adobe Indesign.
 - a) Type Menu
 - b) File Menu
 - c) Object Menu
 - d) Window Menu
- (xv) Select the first printing technique in history.
 - a) Metal block printing
 - b) Stone block printing
 - c) Wood block printing
 - d) None

Group-B
(Short Answer Type Questions) 3 x 5=15

- 2. Differentiate between Vector Graphics and Raster Graphics. (3)
 - 3. Explain Color Wheel with diagram. (3)
 - 4. Analyze the use of Alpha Channels. (3)
 - 5. Write a short note on Printing Papers. (3)
 - 6. Write the difference between Ink cartridge and Toner cartridge. (3)
- OR**
- Justify how Ink for printing is different from Toner. (3)

Group-C
(Long Answer Type Questions) 5 x 6=30

- 7. Explain Colour Gamut. (5)
 - 8. (a) Explain the warm and cool colour. (b) Differentiate between Spot Colour and Process Colour. (5)
 - 9. Summarize about Post printing processes. (5)
 - 10. Explain Color Modes. (5)
 - 11. (a) Define Layers. (b) Describe use of Adjustment Layer? (5)
 - 12. (a) Discuss about the Proofing techniques. (b) Explain the process of Registration checking. (5)
- OR**
- (a) Explain Pixel (b) Define Resolution. (c) Write a short note on Aspect Ratio. (5)
