

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BSc DEGREE EXAMINATION MAY 2025
(First Semester)**

Branch – **VISUAL COMMUNICATION (ELECTRONIC MEDIA)**

DIGITAL PHOTOGRAPHY

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which file format is for printed documents and photos? a) TIFF b) JPEG c) GIF d) MOV	K1	CO1
	2	A light meter measures the _____ of light in a scene to help photographers determine the correct exposure settings. a) Angle b) Color c) Distance d) Intensity	K2	CO1
2	3	What part of a camera uses specially shaped pieces of glass to bend light as needed? a) Viewfinder b) Lens c) Mirror d) Shutter	K1	CO2
	4	A _____ shot focuses closely on the subject's face or an object, capturing fine details and expressions. a) Wide b) Medium c) Close-up d) Aerial	K2	CO2
3	5	The Kelvin scale in photography is used to measure the _____ of light. a) Intensity b) Temperature c) Direction d) Distance	K1	CO3
	6	Which type of reflection occurs when light hits a smooth surface and bounces back at the same angle? a) Diffuse reflection b) Specular reflection c) Refracted reflection d) Scattered reflection	K2	CO3
4	7	In advertising photography, which technique is often used to highlight the product and make it stand out in the image? a) Shallow depth of field b) High ISO settings c) Long exposure d) Black and white filter	K1	CO4
	8	Which of the following factors is most commonly associated with determining the news value of a photograph? a) Color saturation b) Composition c) Timeliness d) Camera model	K2	CO4
5	9	Image Editing software a) Lightroom b) Flash c) Power Point d) Pagemaker	K1	CO5
	10	_____ is not an image format a) Bitmap b) GIF c) JPEG d) Pixels	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer **ALL** questions
ALL questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the use of tripods and Reflectors in photography.	K2	CO1
		(OR)		
	11.b.	How does photography serve as a tool for preserving memories and documenting historical events?		
2	12.a.	What role does the shutter speed play in capturing motion and controlling the exposure in photography?	K3	CO2
		(OR)		
	12.b.	Identify the process of histogram, highlights and mid tones in photography.		
3	13.a.	Discuss how the characteristics of light affect the outcome of photographs.	K4	CO3
		(OR)		
	13.b.	Differentiate the functions of Natural and artificial lights		
4	14.a.	What is consumer photography? Describe the steps involved in capturing consumer photos.	K3	CO4
		(OR)		
	14.b.	What is the purpose of a photo feature, and how does it use imagery to tell a story or highlight a specific theme?		
5	15.a.	What are the advantages and challenges of sharing digital images on social media compared to traditional print media?	K4	CO5
		(OR)		
	15.b.	How can lighting be effectively managed in a budget studio using affordable or DIY solutions?		

SECTION - C (30 Marks)

Answer **ANY THREE** questions
ALL questions carry **EQUAL** Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Why is it important to choose the correct file format for different types of photography, such as web use versus printing?	K3	CO1
2	17	Discuss the various types of Lens and its perspectives.	K4	CO2
3	18	How can photographers effectively use lighting techniques, such as backlighting or soft lighting, to enhance their compositions?	K3	CO3
4	19	Comment on the role of photojournalism with suitable examples.	K3	CO4
5	20	Specify the some common post-processing techniques, and how do they affect the overall composition of a photograph?	K5	CO5