

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

**BSc. DEGREE EXAMINATION MAY 2026
(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	The RAW format in photography is mainly used because: a) It consumes less storage space b) It gives higher compression c) It preserves maximum image quality d) It reduces editing needs	K1	CO1
	2	Which of the following is NOT an accessory used in digital photography? a) Tripod b) Reflector c) Oscilloscope d) Grey card	K2	CO1
2	3	Which exposure setting controls the duration of light entering the camera? a) Aperture b) Shutter speed c) ISO d) White Balance	K1	CO1
	4	Depth of field is mainly influenced by: a) Shutter speed, focal length, aperture b) White balance, lens type, ISO c) Lighting, histogram, highlights d) File format, resolution, filters	K2	CO1
3	5	What is the color temperature of daylight approximately on the Kelvin scale? a) 3200K b) 5500K c) 7500K d) 10000K	K1	CO1
	6	Hard shadows are produced when the light source is: a) Large and close b) Small and distant c) Reflected and diffused d) Warm and balanced	K2	CO1
4	7	Which type of photography is most often used to capture fast-paced action moments? a) Industrial Photography b) Sports Photography c) Environmental Photography d) Mobile Photography	K2	CO1
	8	Which type of photography is most likely to involve drones? a) Street Photography b) Aerial Photography c) Photojournalism d) Consumer Photography	K1	CO1
5	9	Which software is best suited for raster image editing? a) Lightroom b) Photoshop c) Illustrator d) InDesign	K1	CO1
	10	The clarity of a digital image for printing is mainly determined by: a) White Balance b) Resolution (PPI/DPI) c) Shutter Speed d) Lens focal length	K2	CO1

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.	Summarize in brief on the following camera accessories: Tripod, Grey Card, Light meter, Filters.	K2	CO1
	(OR)			
	11.b.	Demonstrate the camera modes and their applications in different shooting conditions.		
2	12.a.	Explain the terms aperture (DOF), shutter speed (motion), ISO (sensitivity).	K2	CO1
	(OR)			
	12.b.	Illustrate the types of shots and their role in visual storytelling.		
3	13.a.	Determine the importance of portrait lighting techniques in studio photography.	K3	CO2
	(OR)			
	13.b.	Apply the techniques of Portrait lighting: Rembrandt, butterfly, split, loop, broad/short lighting for a project.		
4	14.a.	Develop a story telling technique using industrial photography and environmental photography,	K3	CO2
	(OR)			
	14.b.	Identify Advertising and Consumer Photography with examples.		
5	15.a.	Analyse the tools and features of Adobe Lightroom for post-processing.	K4	CO3
	(OR)			
	15.b.	Examine the key steps involved in setting up a photography studio.		

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	Demonstrate on the different Camera modes: Auto, P, Av, Tv, M; use in different situations.	K2	CO1
2	17	Explain the Exposure Triangle and its impact on image quality with a diagram.	K2	CO1
3	18	Apply the concepts of colour theory, colour perception, in modern day photography.	K3	CO2
4	19	Distinguish between Street Photography, Mobile Photography, and Sports Photography.	K4	CO4
5	20	Evaluate the use of artificial intelligence in post-processing and key tools in Photoshop for image editing.	K5	CO5

Z-Z-Z

END