

Section I

Note: This paper contains forty (40) objective type questions, each question carrying one (1) mark. Attempt all the questions. (1 x 40 = 40)

1. The creator of Amul Butter advertisements is
 - A. Alyque Padamsee
 - B. Piyush Pandey
 - C. Bharat Dabholkar
 - D. Gopi Kukde

2. A documentary based on Tagore's autobiography Jibon Smriti for the Ministry of Culture, Government of India was made by
 - A. Satyajit Ray
 - B. Mrinal Sen
 - C. Bimal Roy
 - D. Rituporno Ghosh

3. The following is an Op artist
 - A. Joan Miro
 - B. Victor Vasarely
 - C. David Judd
 - D. Barbara Hapworth

4. Aspects of mass culture, such as advertising, comic books and mundane cultural objects become the key contents of
 - A. Pop Art
 - B. Conceptual Art
 - C. Dadaism
 - D. Abstract Expressionism

5. Rotoscoping is
 - A. A technique of animation in which animators trace over live-action film movement, frame by frame
 - B. Shooting of a cinema film
 - C. Style of comic books and graphic novels
 - D. A technique of drawing

6. In the year 2012, what award was conferred to the cartoonist Late Mario de Miranda?
 - A. Padma Bhushan
 - B. Padma Vibhushan
 - C. Bharat Ratna
 - D. Padmashri

7. Select correct sequence of elements as described in Shadanga (six limbs) in the aesthetics of Indian art

- A. Bhava, Lavanya, Praman, Rupabheda
- B. Rupabheda, Bhava, Lavanya, Praman
- C. Rupabheda, Praman, Bhava, Lavanya
- D. Praman, Rupabheda, Lavanya, Bhava

8. Amar Chitra Katha was started by

- A) P. L. Deshpande
- B) B) Vikram Seth
- C) Anant Pai
- D) Sane Guruji

9. Which one of them is not an architect.

- A. Lawrie Baker
- B. Charles Correa
- C. John Griffiths
- D. Balkrishna Doshi

10. The first advertising agency of India was

- A. B. Dattaram and Company
- B. Bharatiya Advertising Agency
- C. Global Advertising Agency
- D. National Advertising Agency

11. Match the following:

A. Bharat Bhavan	I. Hyderabad
B. Gurusaday museum	II. Bhopal
C. Crafts museum	III. Calcutta
D. Salar Jung museum	IV. New Delhi

Codes:

	a	b	c	d
A	II	III	IV	I
B	II	IV	III	I
C	I	III	IV	II
D	IV	III	II	I

12. Match the following

A. Raghu Rai	I. Cartoonist
B. Leo Burnett	II. Writer

C. Mario Miranda	III. Photographer
D. Khushwant Singh	IV. Copywriter

Codes:

	a	b	c	d
A	III	I	II	IV
B	II	III	IV	I
C	I	IV	III	II
D	IV	III	II	I

13. Match the following

- | | |
|----------------------|-------------------|
| A. Transit | I. Indoor media |
| B. Television | II. Outdoor media |
| C. Point of purchase | III. Hangings |
| D. Direct mail | IV. By Mail |

Codes:

	a.	b.	c.	d.
A.	III	I	II	IV
B.	II	III	IV	I
C.	I	IV	III	II
D.	IV	III	II	I

14. **Assertion (A):** Since the reign of Emperor Aurangzeb, the Mughal Art started declining.

Reason (R) But Influence of Mughal School is discernible in the Company School.

- A. A and R both are correct.
 B. A is not correct, R is correct.
 C. A is correct, R is not correct.
 D. A and R both are not correct

15. **Statement:** "The Foundation Course was initiated with an idea to inculcate certain core skills that were perceived to be common to all art and design practices. However, in recent years there has been a major erosion of the original aims of the course as the students expected to have an increasing amount of knowledge that is specific to the art and design practice they want to specialise in."

- A. The statement is true
 B. The statement is false
 C. The statement is an opinion
 D. The statement is a prejudice

16. **Assertion (A)** Sellers promote their products through exhibitions and shows to build consumer awareness and interest.

Reason (R) It saves the sellers expenses on advertisement of their products

- A. A and R both are correct.
- B. A is not correct, R is correct.
- C. A is correct, R is not correct.
- D. A and R both are not correct

17. **Assertion (A)** Exhibition and marketing share a give-and-take relationship.

Reason (R) They fulfil the requirement of reaching out to the target audience.

- A. A and R both are correct.
- B. A is not correct, R is correct.
- C. A is correct, R is not correct.
- D. A and R both are not correct

18. Select the correct sequence of artists in order of successive art styles :

- A. Giotto, Botticelli, Raphael, Velasquez
- B. Botticelli, Velasquez, Giotto, Raphael
- C. Raphael, Velasquez,, Giotto, Botticelli
- D. Velasquez, Botticelli, Raphael, Giotto

19. The following is an American Pop artist

- A. Henri Toulouse Lautrec
- B. Egon Schile
- C. Piet Mondrian
- D. Andy Warhol

20. Habib Tanvir is associated with

- A. Theatre
- B. Cartooning
- C. Journalism
- D. Installation art

21. Which of these artists is associated with Surrealism?

- A. Henri Matisse
- B. John Singer Sargent
- C. Edgar Degas

D. Joan Miro

22. Which of the following is an example of sales promotional tool?

- A. The media mix
- B. A money refund offer
- C. Consumer promotion
- D. Market segmentation

23. This is a school of Design

- A. Academy Julian
- B. Ecole beaux de Arts
- C. Bauhaus
- D. Chitrakala Parishad
- E.

24. In typography space between two characters is known as

- A. Leading
- B. Tracking
- C. Kerning
- D. Legibility

25. Maheshmurti Shiva sculpture is in

- A. Khajuraho
- B. Badami
- C. Mamallapuram
- D. Elephanta

26. Which of the following is the first step in starting the research process?

- A. Searching sources of information to locate problem.
- B. Survey of related literature
- C. Identification of problem
- D. Searching for solutions to the problem

27. Who is the man behind the latest Indian Rupee Symbol?

- A. Lakshya Raghuvanshi
- B. D. Udaya Kumar
- C. Rajdeep Ghoshal
- D. R. Hiren Sardesai

28. Company's Logo is its

- A. Corporate Image
- B. Corporate Identity
- C. Brand Recognition
- D. Brand Image

29. The famous painting of Amrita Shergil

- A. Glow of Hope
- B. Brahmacharis
- C. Matsyagandha

D. Cock fight

30. "Art is merely a copy of form existing in perceptual world", said
 A. Aristotle
 B. Johann Winckelmann
 C. Giorgio Vasari
 D. Plato
31. Select the correct chronological order of the art institutes that were established in pre-independence India:
 A. Sir J. J. School of Arts, Bombay, Madras School of Art, Madras; School of Industrial Art, Calcutta, Mayo School of Industrial Arts, Lahore
 B. Madras School of Art, Madras; School of Industrial Art, Calcutta; Sir J. J. School of Arts, Bombay; Mayo School of Industrial Arts, Lahore
 C. Sir J. J. School of Arts, Bombay; Mayo School of Industrial Arts, Lahore; Madras School of Art, Madras; School of Industrial Art, Calcutta
 D. Mayo School of Industrial Arts, Lahore; Madras School of Art, Madras; School of Industrial Art, Calcutta; Sir J. J. School of Arts, Bombay
32. Anwar-i- suhaili is an illustrated manuscript of
 A. Deccani school
 B. Pahari school
 C. Mughal school
 D. Rajasthani school
33. Namdev Dhasal is a well known name in the field of
 A. Literature
 B. Cricket
 C. Chess
 D. Films
34. 'Ghashiram Kotwal' is the Marathi play credited to
 A. S. N. Pendse
 B. C. T. Khanolkar
 C. Vijay Tendulkar
 D. P. K. Atre
35. 'Kora Canvas' is the autobiography of
 A. Prabakar Barve
 B. Vasudeo S. Gaitonde
 C. Narayan S. Bendre
 D. Sawalaram Haldankar

36. Ravi Varma was famous for his
A. Oleographs
B. Water colours
C. Sculpture
D. Pastel works
37. 'Jhimma' is the autobiography of
A. Shriram Lagoo
B. Rohini Hattangadi
C. Bhakti Barve
D. Vijaya Mehta
38. One of the following film actor-director started his career as a copy writer in an advertising agency
A. Nana Patekar
B. Amol Palekar
C. Rituporno Ghosh
D. Aparna Sen
39. Raja Harishchandra is a film made by
A. V. Shantaram
B. Guru Dutt
C. Dadasaheb Phalke
D. Sohrab Modi
40. Which one of these is not a film company?
A. Red chillies
B. Prabhat
C. Dharma
D. Hot chillies

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Section II

This section contains five (5) questions. The candidate has to choose any three (3) questions. Each question carries ten (10) marks and is to be answered in about hundred (100) words.

(3 x 10=30)

1. Describe surrogate advertising with an example.
2. Describe the challenges confronted by the Indian advertisers in reaching out the rural consumers.
3. Digital photography has become an essential part of advertising in recent years. Discuss.
4. Write about the use of children in advertisements.
5. Describe the four 'P's in marketing.

Section II

This section contains four (4) questions. The candidate has to choose any two (2) questions. Each question carries fifteen (15) marks and is to be answered in about five hundred (500) words.

(2 x 15 = 30)

1. "People don't need advertising anymore to tell them about a new product. And if they need they will on their own terms". Elaborate
 2. "Advertising is the lifeblood of internet". Elaborate.
 3. Describe 'right-time marketing'.
 4. Write about the advertisements which focus on the Girl child.
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