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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF DESIGN  
END TERM EXAMINATION - JUN 2023**

**Semester :** Semester II - 2022

**Course Code :** BSM2003

**Course Name :** Sem II - BSM2003 - Photography

**Program :** BSM

**Date :** 16-JUN-2023

**Time :** 1.00PM - 4.00PM

**Max Marks :** 100

**Weightage :** 50%

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**Instructions:**

- (i) Read all questions carefully and answer accordingly.*
  - (ii) Question paper consists of 3 parts.*
  - (iii) Scientific and non-programmable calculator are permitted.*
  - (iv) Do not write any information on the question paper other than Roll Number.*
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**PART-A**

**ANSWER ALL THE QUESTIONS**

**(3 X 10 = 30M)**

1. Explain the Working Mechanism of DSLR? Differentiate the working mechanism of DSLR and Mirrorless camera with a neat Diagram.  
(CO2,CO3) [Knowledge]
2. Describe Natural Lighting and Artificial Lighting along with examples.  
(CO2) [Knowledge]
3. How does the "Capturing of Light" evolve from the ancient days. Discuss How they Captured the First Photograph.  
(CO3) [Knowledge]

**PART-B**

**ANSWER ALL THE QUESTIONS**

**(2 X 15 = 30M)**

4. What is Picture Composition? Describe the different elements of Composition and also the importance of these elements with the help of suitable sketches.  
(CO3) [Comprehension]
5. How you will "Freeze a Motion" of water splash using your DSLR camera, Discuss about your Captured Frame and Explain Shutter speed in Photography.  
(CO2,CO3) [Comprehension]

**PART-C**

**ANSWER ALL THE QUESTIONS**

**(1 X 40 = 40M)**

6. Amazon is planning for a Summer Sale, so they need to update Photographs of different Products on Website, in this Case how you will Capture Photographs for your Client? Discuss your ideas in detail.

(CO3) [Application]