Dr. Babasaheb Ambedkar Open University
Term End Examination March – 2021

Course	**:**	**BCA(DES)**	**Date**	**:**	**01-March-2021**
Subject Code	**:**	**BCA-301(DES)-Graph.**	**Time**	**:**	**10:00am to 12:00pm**
Subject Name	**:**	**Drawing & Sketching**	**Duration**	**:**	**02 Hours**
			Max. Marks	**:**	**50**

Section A

Answer the following (Attempt any two) **(20)**

1. Discuss the importance of the historical study of the visual arts.
2. Discuss the Importance of Advertising.
3. Discuss Different Art Styles in India of paining in India.
4. Discuss the Perspective Drawing and its Basic Principles.

Section B

Answer the following (Attempt any three) **(15)**

1. What is Shading in Visual Arts?
2. Discuss the two types of Advertising.
3. What is Composition?
4. Explain Warm and Cool colors, what are they ?
5. What is Calligraphy? Name at least three types.

Section C

Part – A (Multiple Choice Questions) **(10)**

1 It is the pictorial representation of an advertisement, a story of any concept shown visually as an art form:

A Illustration B Photograph
C Image D None of Above

2 Art transferred to a two-dimensional (flat) surface by means of ink or another form of pigmentation.

A Image B Painting
C Print D Illustration

3 It is a means for giving information about your product or service to the buyer.

A Advertising B Marketing
C News Paper D None of the Above

4 The printing element consists of a raised surface of type :

A Relief Printing B Raised Printing
C Embossed Printing D All the Above

5 A Printing is accomplished by using the principle that grease and water do not mix.

A Lithographic Print B Screen Print
C Block Print D Digital Print

6 This is the term offset has become synonymous with :

A Screen Print B Digital Print
C Block Print D Lithography

7 Intaglio printing It is also known as:

A Gravure Printing B Lithography

C Block Print D Screen Printing

8 The stencil and screen-printing, also known as

A Porous Printing B Intaglio Printing

C Off-set Printing D Offset Printing

9 Electrostatic or electro photographic printing is similar to

A Photostats B Photocopying

C Photo Print D All the Above

10 The oldest surviving art forms include small sculptures and paintings on rocks and in caves.

A Ancient Art B Early Art

C Cave Art D Modern Paiting

Part – B (Do as Directed) **(05)**

State whether the following statements are True or False

1 The so-called Venus of Willendorf is a sculpture which depicts a pregnant woman.

2 The earliest examples of ancient art originated from Mesopotamia and Egypt.

3 Pablo Picasso being influenced by African sculpture.

4 Modernism, the idealistic search for truth, gave way in the later half of the 20^{th} century to a realization of its unassailability.

5 Shading is a process of drawing in which the levels of darkness are depicted on paper.

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