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

Course	**:**	**BCA(DES)**	**Date**	**:**	**02-March-2021**
Subject Code	**:**	**BCA-302(DES)-Graph.**	**Time**	**:**	**10:00am to 12:00pm**
Subject Name	**:**	**Graphics typography**	**Duration**	**:**	**02 Hours**
			Max. Marks	**:**	**50**

Section A

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

1. Explain Display interfaces.
2. Explain Layouts for DTP and Printing
3. Explain decorative and display type.
4. Explain the basic units of measure.

Section B

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

1. Short note on proof reading vs editing.
2. Short note on Digital revolution
3. Differentiate between basic font and commercial font.
4. Explain how to apply margin
5. Short note on Font-type definitions

Section C

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

1 What type variation has the all the letters capital but the first ones are letter are larger than the others

A Lower case B Small caps
C Upper case D Case

2 The major consideration when selecting typeface is?

A Visibility B Purpose
C Letter form D case

3 A collection of character of a single size and family is referred as a?

A Sans serif B Font
C Type face D serif

4 _____is measure of how difficult or easy it is to read several pages of printed matter before eye fatigue begins

A readability B legibility
C Proofreading D tracking

5 A small decorative line added as embellishment to the basic form of a character is called a _____ type font.

A Serif B Sans Serif
C Display D Slab

6 A _____ font is used to entice a reader into text copy, to create a mood or feeling, or to announce important information..

A Sans Serif B Slab

C Script D Display

7 _____ is the process of adjusting the spacing between two or a pair of characters.

A Typography B Leading

C Tracking D Kerning

8 Text that is aligned along the center margin is called _____ alignment.

A Left B Right

C Center D Justified

9 The white space located inside letters like o and p

A Type Size B Ascender

C Descender D Counter

10 The upward tail on letters like h, l, t, b, d, and k

A Type Size B Ascender

C Descender D Counter

Part – B (Do as Directed) **(05)**

1 Define Leading and Measure.

2 Define Archive file.

3 Define asymmetric type.

4 Define Synthesis.

5 List out type of font

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