

**PARUL UNIVERSITY**  
**FACULTY OF FINE ARTS**  
**FA., Summer 2017 - 18 Examination**

**Semester: 4**  
**Subject Code: 14104252**  
**Subject Name: History of Design**

**Date: 22/05/2018**  
**Time: 10:30am to 1:00pm**  
**Total Marks: 60**

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.
5. Draw diagrams wherever necessary.

**Q.1 Answer the following.**

**A.** Describe the term advertising. Write down the history of Indian Advertising in detail with suitable examples. (15)

**B. Multiple choice type questions. (Each of 01 mark) (05)**

**1. What is the full form of PDF and dpi?**

- a. Portable Digital Format and dots per inch
- b. Portable Document Format and dots per inch
- c. Printable Digital Format and dot per inches
- d. Printable Document Format and dot per inch

**2. Full form of CSR.**

- a. Corporate Social Responsibility
- b. Corporate Social Response
- c. Commercial Social Remarks
- d. Commercial Security Responsibility

**3. Guess the logo.**

- a. Authorized Airport India
- b. International Airport Authority
- c. Airports Authority of India
- d. Radio Indigo

**4. Period of Consolidation in Indian Advertising is –**

- a. 1915
- b. 1950
- c. 1930
- d. 1900

**5. 'Camera' is actually a Latin word meaning**

- a. Picture Box
- b. Dark Chamber
- c. Light Box
- d. Light Room

**Q.2** Write Descriptive Analysis on the existing Advertisement of the brands Vodafone and Coca cola. (10)

**Q.3 Write short notes. (Any Three) (15)**

1. Font and Typeface.
2. Leading (in terms of Typography).
3. Corporate Identity?
4. Pattern and the Texture, Hue and Saturation.
5. Media and Public Relations.

**Q.4** What are the integrated methods of advertising? Write down the kinds of events with their examples. (15)