

PG Odd Semester (CBCS) Exam., December—2016

VISUAL ARTS

( 1st Semester )

Course No. : MVACC-101 (P/S/A)

*Full Marks : 70*

*Pass Marks : 28*

*Time : 3 hours*

*The figures in the margin indicate full marks  
for the questions*

Candidates are to answer as per specialization.  
Painting and Sculpture students shall answer  
MVACC-101 (P/S) and Applied Arts students  
shall answer MVACC-101 (A).

OPTION—I

Course No. : MVACC-101 (P/S)

( Contemporary Arts )

Answer **five** questions, selecting **one** from each Unit

UNIT—I

1. Write a brief history and evolution of 'Avant-Garde Art' of the 20th century with examples. 15

2. How was 'Pop Art' developed after World War II in America? Apprise Pop through the art works of any two prominent Pop artists with suitable examples. 7+8=15

UNIT—II

3. How were art and image developed in sixties decade of the 20th century through different non-naturalistic and non-abstract art movements? 15
4. Analyse the relation between the new concepts of language and art through semiotic theory. Discuss critically the non-imaged representation of the works of 'conceptualism'. 7+8=15

UNIT—III

5. Duchamp's 'not-art' representation is the primary influence of the installation artists in seventies and eighties decades of the 20th century. Discuss with suitable examples. 15
6. Write a brief account on the new thoughts and ideas of the art of installation, site-specific installation, video art and performance which evoked with post-structural theories in the late 20th century. 15

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UNIT—IV

7. Write a brief account on the contemporary art practices of the world art with suitable examples. 10
8. Discuss the art works of Michele Oka Doner, Mariko Mori and Nam June Paik's site-specific installation and video art with suitable examples. 10

UNIT—V

9. Art after independence carried a new wave in fifties and sixties decades of the 20th century. Discuss with special review on M. F. Husain, Meera Mukherjee and Ganesh Pyne's art works. 15
10. Write a brief account on the women artists of India the in the late 20th century, with special reference to Arpita Singh, Rekha Rodwittiya and Nalini Malani. 15

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OPTION—II

Course No. : MVACC-101 (A)

( Advertising Theory—I )

UNIT—I

1. Justify the role of advertising in creating awareness or motivating people for the betterment of the society. 15

OR

2. Define communication mix. What are the different elements of communication mix? Explain its application in brand promotion. 5+10=15

UNIT—II

3. Explain the scopes and limitations of print media. Explain the effectiveness of advertising through electronic media in context to Indian market. 8+7=15

OR

4. Why is media strategy important in planning an advertising campaign for brand promotion? 15

UNIT—III

5. Define the role of a creative director. Explain the different steps needed to follow to extract a new idea for an advertisement. 15

**OR**

6. What are the different elements used in designing print advertisement? Why does layout play an important role in effective communication? Explain with example. 15

UNIT—IV

7. What is the difference between product advertisement and corporate advertisement? Explain it with example. 15

**OR**

8. Define truth in advertisement. Explain with example the impact of advertisement on children. 15

UNIT—V

9. Write short notes on any *two* the following topics : 5×2=10

(a) Financial Advertisement

(b) Surrogate Advertisement

(c) Integrated Marketing Communication

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