

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTERS OF ARTS IN MASS COMMUNICATION,**  
**PHOTOGRAPHY**  
**EXAMINATION: JANUARY - 2022**  
**THIRD SEMESTER**

**Sub: E-Commerce Photography (MAPH 20-303)**

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**Date : 19/01/2022**

**Total Marks :40**

**Time: 10.00 am to 12.00 noon**

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***Instruction:***

*All questions are compulsory.*

**Q. 1. Answer the following. (Any One) (15)**

**A.** What is the importance of E- Commerce brochure ?explain with example

**OR**

**B.** Explain complete process including Dos & Don'ts of E – Commerce photography?

**Q. 2. Write short notes. (Any Three) (15)**

1. Catalog for saree brand
2. Shooting for social media
3. Lighting for E commerce
4. Editing for E- commerce
5. Posing for e -commerce

**Q. 3. Open Ended Question (10)**

E- Commerce is current trend of advertising give your comment