

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

Sub: Fashion & Advertising Photography (MAPH 18-304)

Date : 20/01/2022

Total Marks :40

Time: 10.00 am to 12.00 noon

Instruction:

All questions are compulsory.

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

(15)

A. Explain the use of Advertising product catalogs for garments?

OR

B. Why Brand management is important for advertising Fashion?

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

(15)

1. Conceptual self portrait
2. Table top for shirting's
3. Portfolio for salwar –kurta
4. High fashion for luxury brand
5. Traditional fashion

Q. 3. Open Ended Question

(10)

Fashion photography need artistic eyesight to observe the beauty give your comment