

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION
PHOTOGRAPHY
EXAMINATION: DECEMBER - 2023
THIRD SEMESTER
Sub: E-Commerce Photography (MAPH 22-303)

Date: 14/12/2023

Total Marks : 40

Time: 10.00 am to 12.00 pm

Instruction:

All questions are compulsory.

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

- A) Define e-commerce product photography and explain its purpose. What are the important parameters you need to consider while shooting a product for an e-commerce?

OR

- B) Why do the lighting setups vary according to the product? Explain the factors you need to consider for lighting up metalware and glassware products.

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

- 1) Lifestyle shots vs. Scale shots
- 2) Flatlay photography
- 3) High key product photography
- 4) Application of hard light in food photography

Q. 3. Open Ended Question (10)

Discuss the various composition techniques that are frequently used in food photography.
