

Class-B.D.-II

**Subject –Design & Communication
Paper- Theory**

Time Allowed : 3 Hrs

Maximum Marks :50

Note :- Attempt any five questions. All carry equal marks.

1. What is the role of media in Communication? Explain with suitable examples.
2. Highlight the principles that should be kept in mind while designing the advertisements for the following:
 - (a) Print Media
 - (b) Electronic Media
3. What is the role of environment in design?
4. Explain the meaning and mediums of communication. Explain with example.
5. Explain the Design Principles with suitable examples.
6. Write short notes on the following:
 - (a) Advertisement Design
 - (b) Importance of Communication
7. How important is "Design" in communication and media? Give suitable example.

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8. Compare the following:-

- (a) Television and Radio
- (b) Newspaper and Magazine

5 × 10 = 50

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