

**B.Sc. IN LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

00196 Term-End Examination

June, 2016

BFW-067 : PRODUCT PHOTOGRAPHY

Time : 3 hours

Maximum Marks : 70

Note : *Attempt any seven questions. All questions carry equal marks.*

1. Explain in detail the "Rule of the Thirds". 10
2. List down the different components of an SLR camera. 10
3. What is interpolation ? How does it affect the quality of photos ? 10
4. What is the focal length conversion ratio (or crop factor) on a digital SLR ? 10
5. What is the difference between USB 2.0 Full speed and USB 2.0 High speed camera memory ? 10
6. What is a composition ? Explain with reference to product photography. 10

7. Briefly describe the camera modes and automation. 10
8. How do you improve photos for product photography? 10
9. How do you get a pure white background in product photography? 10
10. Write short notes on any *five* of the following : $5 \times 2 = 10$
- (a) Auto-focus
 - (b) Film Format
 - (c) Digital Photo Printer
 - (d) Smart Phone for Product Photography
 - (e) Exposure
 - (f) Zoom
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