

Asst.Prof.(Ms.)Bhavika Khadapkar-Sheth N.K.T.T. College, Thane

Class - FYBAMMC					
SUBJECT - VISUAL COMMUNICATION					
SEMESTER - I , NAME OF THE FACULTY - MS.BHAVIKA KHADAPKAR					
SR NO	QUESTION	OPTION 1	OPTION 2	OPTION 3	OPTION 4
1	An image's view arising from the history of the use of media is known as _____ perception.	historical	ethical	technical	cultural
2	Chalkboard is an example of _____ visual aids media	advanced	modern	simple	pre-historic
3	The painting "Scream" is creation of _____.	mona lisa	henry fayol	edward munch	F.W. Taylor
4	_____ cave inscriptions are also known as Nagarjuna Hill Cave Inscriptions.	Neili	Gopika	Krishna	Warli
5	_____ are simplified pictures selected by agreement to become fixed pictorial symbol of an object.	Pictograms	Phonograms	Phonotics	Ideograms
6	The phoenician alphabet contains _____ consonant letters.	22	23	28	29
7	Warli painting is a tribal art created by the people of _____ range in India.	South Sahyadri	North Sahyadri	East Shyadri	West Sahyadri
8	Vintage posters are type of _____ posters.	cinema	advertising	entertainment	art
9	_____ is an informative paper document that can be folded in a template, pamphlet/template.	poster	painting	brochure	photo
10	_____ are pictorial representations of statistics which makes data simple to remember.	objects	graphs	maps	models

Asst.Prof.(Ms.)Bhavika Khadapkar-Sheth N.K.T.T. College, Thane

11	When viewers criticize the images in interests of the society it is known as _____ perspective.	technical	cultural	ethical	critical
12	_____ projectors are no more in use.	slide	OHP	Powerpoint	pre-historic
13	Umachal rock inscription are dated back to _____ century.	3rd	4th	5th	6th
14	_____ are disconnected & fragmented drawings of fundamental objects.	ideogram	Phonograms	pictogram	space
15	_____ symbols represent primary oral sound	ideogram	Phonograms	pictogram	space
16	_____ is a mechanical device for applying pressure to inked device.	mouse	keyboard	monitor	printing press
17	First photographs were clicked in the years _____.	1824 or 1825	1829-1830	1826-1827	1835-1836
18	_____ posters are used to promote movies.	cinema	advertising	entertainment	art
19	_____ is the mental process of acquiring knowledge.	perspective	cognition	attitude	perception
20	_____ gives us visual directions to locations.	objects	models	maps	graphs
21	_____ is the science of arranging events in their order of occurrence in time.	analogy	anemic	maps	chronology
22	_____ is the first step in the process of visual communication.	sense	select	perceive	remember
23	_____ is the second step in the process of visual communication.	perceive	select	know	remember
24	_____ is the third step in the process of visual communication.	sense	select	perceive	remember
25	_____ is the fourth step in the process of visual communication.	sense	select	perceive	remember

Asst.Prof.(Ms.)Bhavika Khadapkar-Sheth N.K.T.T. College, Thane

26	_____ is the fifth step in the process of visual communication.	sense	learn	perceive	remember
27	_____ is the sixth step in the process of visual communication.	sense	select	know	remember
28	_____ is a type of entertainment poster	vintage	comic	product	promote
29	Umachal rock inscription were founded in _____	Kolkata	Mumbai	Nagpur	Assam
30	Gopika cave inscription were founded in _____	Kolkata	Bihar	Nagpur	Assam
31	_____ can be kept with a person long after the presentation is over.	Handouts	Pamphlets	Newspapers	Advertisement
32	_____ projectors are still in use, but are inconevenient to use.	Powerpoint	OHP	Slide share	Transparency
33	2 pictorial elements shown side by side in a manner that cues the viewer that the artist intends for them to be compared is called as _____	perspective	cognition	juxtaposition	corelation
34	_____ theories are concerned with directed/mediated images composed of light objects that attract/repel us.	semiotic	cognitive	sensual	virtual
35	_____ hemisphere of the brain is more emotional.	left	right	up	down
36	_____ is the tendency to perceive objects that are similar in nature.	similarity	closure	proximity	closurehead
37	_____ principle suggests that shapes/lines that are nearly complete will be perceived and remembered as complete forms.	similarity	closure	proximity	closurehead

Asst.Prof.(Ms.)Bhavika Khadapkar-Sheth N.K.T.T. College, Thane

38	_____ principle of gestalt theory has lost universal acceptance.	similarity	closure	proximity	isomorphism
39	Fixation _____ is the total number of fixations a viewer makes on an area of visual field.	duration	frequency	space	sequence
40	Fixation _____ is a hierarchial mapping that records the order in which a scans the visual information.	duration	frequency	space	sequence
41	_____ theory focuses on examining communication in real world rather than research labs.	ecological	reception	gestalt	cognitive
42	_____ is the father of European semiology.	Ferdinand De Saussure	henry fayol	F.W.Taylor	Frawn Royal
43	_____ is our personal link with all the images we have ever seen.	perfection	selectivity	salience	memory
44	_____ codes are those which transfer meaning from one set to another.	displaced	analogical	condensed	metonymic
45	_____ codes are collection of signs that causes viewers to make associations/assumptions.	displaced	analogical	condensed	metonymic
46	_____ principle holds that human beings are able to make conscious decisions.	ambiguity	unity	control of direction	ecological
47	_____ theory directs attention to the interaction that takes place between medium and its audience	gestalt	reception	cognitive	sensual
48	Fixation _____ is derived from summing the length of individual fixations.	duration	frequency	space	sequence

Asst.Prof.(Ms.)Bhavika Khadapkar-Sheth N.K.T.T. College, Thane

49	Constructivism theory was given by _____	Julian Hochberg	Edward Munch	Philip Kotler	F.W. Taylor
50	Logo of olympic game is an example of _____	similarity	closure	proximity	isomorphism
51	_____ is the idea that objects will be grouped together based on their distance from each other.	similarity	closure	proximity	isomorphism
52	_____ theory suggests that humans have a sub conscious tendency to combine diverse bits of information.	ecological	reception	gestalt	cognitive
53	_____ hemisphere of the brain is said to be logical, analytical, abstract and time sensitive.	left	right	up	down
54	Adidas logo is example of _____	similarity	closure	proximity	continuation
55	Smelly cat is example of _____	similarity	closure	proximity	isomorphism
56	Eye tracking appatuses have been in use for last ____ years	50	60	70	80
57	_____ theory states that all visuals are generated keeping audience in mind	gestalt	reception	cognitive	sensual
58	_____ is the meaning that is evoked by the object, that is, what is symbolizes on a subject level.	connotation	denotation	cognitive	sensual
59	_____ is the direct specific, or literal meaning we get from a sign	connotation	denotation	cognitive	sensual
60	_____ codes are collection of signs that causes viewers to make mental comparisons	displaced	analogical	condensed	metonymic
61	_____ codes are collection of signs that combine to form a new composite sign	displaced	analogical	condensed	metonymic
62	Photograph is an example of _____ sign.	iconic	indexical	symbolic	paper

Asst.Prof.(Ms.)Bhavika Khadapkar-Sheth N.K.T.T. College, Thane

63	Smoke to fire is an example of _____ sign.	iconic	indexical	symbolic	paper
64	Flag for a country is an example of _____ sign.	iconic	indexical	symbolic	paper
65	In visual arts _____ theory is a body of practical guidance to colour mixing and the visual effects of a specific colour combination	colour	visual	wheel	photograph
66	Red, yellow and blue are _____ colours.	tertiary	primary	secondary	selective
67	Newton's hue circle assumes that fiery or maximum saturated hues are located on the _____ circumference of the circle	inside	lower	outer	upper
68	Newton's hue circle assumes that achromatic white saturated hues are located on the _____ circumference of the circle	inside	lower	outer	centre
69	A pigment which is pure red at high concentrations can behave more like _____ at low concentrations	magenta	red	yellow	blue
70	_____ colours are often said to be hues from red through yellow, browns and tans included	cool	warm	hot	subtle
71	_____ colours are often said to be hues from red through yellow, browns and tans included blue green through violet, mostly grays included	cool	warm	hot	subtle
72	_____ colours are used in painting	cool	warm	hot	subtle
73	_____ colours are used in interior designing	cool	warm	hot	subtle

Asst.Prof.(Ms.)Bhavika Khadapkar-Sheth N.K.T.T. College, Thane

74	_____ colours stimulate the viewer	cool	warm	hot	subtle
75	_____ colours relax the viewer	cool	warm	hot	subtle
76	_____ colours lacks strng chromatic content	cool	warm	achromatic	subtle
77	_____ have often been used as a basis for colour combination principles or guidelines and for defining relationships between colours.	primary colours	hues	tints and shades	colour wheel models
78	A _____ colour scheme adopts any 3 colours approximately equidistant around a colour wheel model	split complementary	complementary pair	triadic	superior
79	_____ formula chooses only one hue.	monochromatic	complementary pair	triadic	superior
80	_____ can be achieved by simply combining colours that are considered compatible to one another as represented in colour wheel	colour wheel	colour harmony	colour saturation	colour complexity
81	_____ are studied with a pair of colours, as opposed to colour harmony.	colour wheel	colour harmony	colour saturation	colour contrasts
82	_____ are defines as set of colours chosen for a design	colour wheel	colour schemes	colour saturation	colour contrasts
83	_____ is the study of hues as a determinant of human behaviour	colour wheel	colour schemes	colour psychology	colour contrasts
84	Colours can enhance the effectiveness of _____	placebos	placement	psychology	saturation
85	Colour psychology is widely used in _____	placebos	marketing	psychology	saturation
86	People who are cold prefer _____ colors	cool	warm	hot	subtle

Asst.Prof.(Ms.)Bhavika Khadapkar-Sheth N.K.T.T. College, Thane

87	People who are hot prefer _____ colors	cool	warm	hot	subtle
88	In a study it was examined that, Poles associated _____ colour with both anger and jealousy.	red	yellow	purple	green
89	In a study it was examined that, Germans associated _____ colour with jealousy.	red	yellow	purple	green
90	_____ is most prominently associated with the pioneering stages of colour psychology.	Henry Fayol	Peter Drucker	Carl Edision	Carl Jung
91	The general model of colour psychology relies on _____ basic principles	6	7	8	9
92	_____ provides a means of identifying potential logo colours for new brands and ensuring brand differentiation	colour wheel	colour mapping	colour psychology	colour contrasts
93	Bold colour toys such as red and black were generally classified as _____ only toys.	women	girl	boy	men
94	Pastel colours toys such as pink and purple were classified as _____ toys	women	girl	boy	men
95	_____ colour prompts impulse buying.	green	orange	blue	red
96	_____ is a very emotionally intense colour	green	orange	blue	red
97	_____ colour supposedly has healing power	green	orange	blue	red
98	_____ colour is directly associated with caution	green	yellow	blue	red

Asst.Prof.(Ms.)Bhavika Khadapkar-Sheth N.K.T.T. College, Thane

99	_____ colour is directly associated with knowledge and serenity	green	orange	blue	red
100	_____ colour is directly associated with fear	black	orange	blue	red
101	General appearance of _____ colour is bright, luminous and glowing	black	orange	blue	red
102	_____ is the colour of royalty	green	purple	blue	red
103	_____ is an element of art defined by a point moving in space.	point	shapes	line	textures
104	_____ is the beginning of something or nothing	point	shapes	line	textures
105	_____ painting describe a set of cultural tendencies and an array of associated cultural movements	modernism	impressionism	abstract styles	outsider art
106	The 1st example of medrnism in painting was _____	modernism	impressionism	abstract styles	outsider art
107	_____ painting was an American Post World War II art movement.	modernism	impressionism	abstract styles	outsider art
108	_____ art is also known as raw art or rough art.	modernism	impressionism	abstract styles	outsider art
109	_____ evolved from Pop Art and as a counter to Abstract Expressionism	surrealism	photorealism	abstract styles	outsider art
110	_____ is a cultural movement that began in 1920's	surrealism	photorealism	abstract styles	outsider art
111	Grim reaper is an example of _____ type of painting	surrealism	photorealism	allegory	bodegon
112	In _____ art Bodegon is a still life painting depicting pantry items	French	Indian	UK	Spanish

Asst.Prof.(Ms.)Bhavika Khadapkar-Sheth N.K.T.T. College, Thane

113	_____ painting is also known as still life painting	allegory	bodegon	figure painting	surrealism
114	_____ painting is a work of art in any of the painting media with the primary subject being the human figure whether clothed or nude.	allegory	bodegon	figure painting	surrealism
115	_____ paintings are used as illustrations in books, magazines and theatres or movie posters and comic books.	allegory	bodegon	illustrations	landscape
116	_____ painting is a term that covers the depiction of natural scenery such as mountains, valleys, trees, rivers and forests	allegory	bodegon	illustrations	landscape
117	_____ painting is a representation of a person, in which the face and its expressions are pre dominant	portrait	bodegon	illustrations	landscape
118	_____ paintings gives the artist more leeway in the arrangement of design elements within a composition	portrait	bodegon	still life	landscape
119	_____ is a detailed painting giving highly detailed usually large scale painting of a cityscape or some other vista.	portrait	bodegon	still life	veduta
120	Basic principle for selling your photography is _____	complexity	resolution	price	customer
121	_____ considered camera pictures to be "aids to vision."	Henry Fayol	F.W. Taylor	Kendall Walton	Parker
122	_____ theory is silent about the communication axis running from maker to viewer because it ignores the makers and viewers.	gestalt	motivation	motion	Transparency

Asst.Prof.(Ms.)Bhavika Khadapkar-Sheth N.K.T.T. College, Thane

123	_____ aesthetics deals with what is beautiful and what is not.	media	traditional	applied	modern
124	_____ aesthetics deals with how static and moving screen images and sound are structured for maximally effective communication.	media	traditional	applied	modern
125	_____ shadow lies on the opposite side of the principal light source and are seen as property of the lighted object , define the basic shape of the object.	attached	cast	casting	moving
126	_____ shadows which can be seen as independent of the object that causes them, can tell us where the object is located relative to its surroundings.	attached	cast	casting	moving
127	The lightings that usually shows a dark background and only specific areas are illuminated is called as _____ lighting	chiaroscuro	flat	high key	low key
128	In _____ lighting a flood lightings are used, such as fluorescent light banks that produce a highly diffused, practically shadowless illumination.	chiaroscuro	flat	high key	low key
129	_____ lighting is a form of flat lighting	chiaroscuro	flat	high key	low key
130	In media aesthetics, _____ are forces with a direction and magnitude.	images	areas	shapes	vectors

Asst.Prof.(Ms.)Bhavika Khadapkar-Sheth N.K.T.T. College, Thane

131	Zooming out puts the lens into the _____ position and provides a wider vista.	telephoto	wide-angle	narrow angle	low angle
132	_____ lens magnifies the distant objects.	telephoto	wide-angle	narrow angle	low angle
133	A person who creates cartoons in the first sense is called a _____	animator	animist	cartoonist	creator
134	_____ cartoons are found almost exclusively in news publications and news websites.	comic strips	traditional comics	modern comics	editorial
135	_____ are also known as cartoon strips in the UK.	comic strips	traditional comics	modern comics	editorial
136	_____ cartoons are like illustrated editorial tha serve visual commentaries n political events	comic strips	funnies	political	editorial
137	Comic magazine is also known as _____	comic strips	funnies	comic book	editorial
138	_____ is a popular periodical with regular episodes of stories of characters like supandi, shikari and shambu in India	Amar Chitra Katha	Tinkle	Funnies	Carnival of comics
139	In India, _____ publishes comics related to religion and religious character stories.	Amar Chitra Katha	Tinkle	Funnies	Carnival of comics
140	_____ animation was hand drawn for the most animated films in 20th century.	full	modern	traditional	half
141	_____ is an example of full animation	The Lion King	Spirited Away	The Secret of Kells	Beauty and the Beast
142	_____ is the specific mode of fiction represented in performace	Folk Art	Drama	Musical Theatre	Indian Theatre

Asst.Prof.(Ms.)Bhavika Khadapkar-Sheth N.K.T.T. College, Thane

143	Theatre productions that use humour as a vehicle to tell a story qualifies as comdeis.	Comedy	Drama	Musical Theatre	Indian Theatre
144	_____ is one of the classical theatre forms from Keralam India	Rasa Lila	Kalidasa	Kathakali	Bharatnatyam
145	The use of mobile communication has spread rapidly since the mid to late _____.	1998	2002	2020	2000
146	Social media platforms allow _____ images to be framed, filtered and edited before distribution.	visual	virtual	moving	abstract
147	Mobile use has skyrocketed globally, with _____ billion mobile subscriptions at the end of 2012.	6.5	6.6	6.7	6.8
148	_____ is a social media platform which has always been a grand dame for keeping tabs on friends and family.	Pinterest	Facebook	Instagram	Vine
149	People turn to _____ platform for interior design tips and meal planning.	Pinterest	Twitter	Instagram	Vine
150	People turn to _____ platform for real time breaking news.	Pinterest	Twitter	Slide share	Vine
151	Slide share is a now go to resource for business information and education.	Pinterest	Twitter	Slide share	Vine
152	In 1960's Professor Albert Mehrabian showed that _____ communication is in fact non-verbal.	0.9	0.91	0.92	0.93

Asst.Prof.(Ms.)Bhavika Khadapkar-Sheth N.K.T.T. College, Thane

153	_____ is a whimsical pinboarding site where members share their favourite images and photos, grouped around themes	Twitter	Pinterest	Facebook	Vine
154	Social media platform owned by Google is _____	Youtube	Pinterest	Facebook	Vine
155	A micro blogging site that appealed mainly to young minds is _____	Facebook	Pinterest	Twitter	Vine
156	Instagram currently has _____ monthly active users.	131 million	130 million	132 million	133 million
157	_____ is a platform which is about visual inspiration and consumer lust	Facebook	Pinterest	Twitter	tumblr
158	Slide share has _____ million monthly visitors	60	61	62	63
159	One of the recent controversies came from the social media video sharing platform _____	Facebook	Tik Tok	Twitter	tumblr
160	_____ ethics is the study of how images and imaging affects the ways we think, feel, behave meaning for good and bad.	meta	motivation	visual	gestalt
161	A _____ studies analyst focuses on both the visual images and the verbal disclosure.	ethical	motivational	movement	cultural
162	A _____ palette was developed using a qualitative method to formulate a set of culturally sensitive symbols and colours as well as other graphic elements such as layouts and artistic styles.	ethical	motivational	movement	cultural

Asst.Prof.(Ms.)Bhavika Khadapkar-Sheth N.K.T.T. College, Thane

163	_____ is a study of certain sense perceptoins and how these perceptions can be most effectively clarified, intensified and interpreted through a medium such as television or film for a specific recipient.	contextualism	visual literacy	motivational	cultural palette
164	The first Indian soap Opera _____ was telecasted in 1984 on Doordarshan	Hum Paanch	Hum Log	Malgudi Days	Anupama
165	The first religious soap Opera in India was _____	Mahabharat	Mahakali	Ramayan	Krishna
166	Ramayan was aired to Indians and Nepalese TV audiences in the year _____	1984	1985	1986	1987
167	Jokes, phrases, concepts, images etc repeatedly shared at an alarming rate are all _____	memes	gifs	videos	infographics
168	_____ can bring static image to life by fusing images together to create animation-like motion	memes	gifs	videos	infographics
169	The beauty of _____ is that they can be designed around various data points on any topic.	memes	gifs	videos	infographics
170	When it comes to visual story telling the power of _____ is undeniable	memes	gifs	videos	infographics
171	_____ can be housed on company websited, blogs, or platforms like slide share that facilitates easy sharing across popular media sharing platforms.	presentations	gifs	videos	infographics

172	_____ journalism refers to the reporting of news events by members of the public using the internet to spread the information.	personal	citizen	local	political
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