

Total No. of Questions : 4]

SEAT No. :

**PB1922**

**[6239]-301**

[Total No. of Pages : 2

**S.Y. B.Sc.(Animation)**

**ANM-301 : ANIMATION TECHNIQUES**

**(2021Pattern)(Semester - III)**

***Time : 3 Hours]***

***[Max. Marks : 70***

***Instructions to the candidates:***

- 1) All questions are compulsory.***
- 2) Figures to the right indicates full marks.***

***Q1)*** Answer the following questions.(any ten)

**[10×2=20]**

- a) What is clay?
- b) What is frame?
- c) What is key light?
- d) What is Big plates?
- e) What is Stocks?
- f) What is ctrl+N?
- g) What is Masking?
- h) What is Roto?
- i) What is cromol?
- j) What is clean plates?
- k) What is 3D Layer?
- l) What is Rentering?

***P.T.O.***

**Q2)** Answer the following questions(any three).

**[3×5=15]**

- a) Explain Animation production pipeline.
- b) Explain Interface of after effects.
- c) Explain the function of Key frames in after effects.
- d) What is CTI? What is the function of CTI?
- e) What is the function of scale? What are the control keys in the Tool Bar?

**Q3)** Answer the following questions(any three).

**[3×5=15]**

- a) Explain How can delete the previous time frame from the time frame panel?
- b) What is Motion sketch? Explain.
- c) What is the function of Blending Modes? Explain.
- d) Write down shortcut keys.
  - i) Quit
  - ii) Undo
  - iii) Redo
  - iv) Purge all memory
  - v) New project
- e) How we create clean plates.

**Q4)** Answer the following questions(any four).

**[4×5=20]**

- a) Difference between “classic 3D/ cinema 4D”.
- b) Explain Motion tracking and stabilization.
- c) How can you reach extra spot of the footage.
- d) Explain procedure of clay Animation.
- e) How many light we have in after effects explain one by one.



Total No. of Questions : 4]

SEAT No. :

**PB-1923**

[Total No. of Pages : 2

**[6239]-302**

**S.Y. B.Sc. (Animation)**

**ANM 302 : 3D PRODUCTION - II (Maya)**

**(2021 Pattern) (Semester - III)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) All question are compulsory.*
- 2) Figures to the right indicate full marks.*

**Q1) Answer the following questions 10 :**

**[10 × 2 = 20]**

- a) What are Shaders?
- b) What is Node?
- c) What is Shelve?
- d) What is material editor called in Maya?
- e) Which command used to weild 2 vertex in Maya?
- f) The short cut key 'P' used for which action in Maya.
- g) Which short cut key used for 'Set Key' in Animation?
- h) Write short cut to show texture in viewport.
- i) What is duplicate special?
- j) What is Bevel in Maya?

**Q2) Answer any 3 :**

**[3 × 5 = 15]**

- a) Describe how to create shelf in Maya. And its usage.
- b) What is Render Engine? Explain any one.
- c) Explain production workflow.
- d) Describe Time slider with diagram.

**P.T.O.**

**Q3) Answer any 3 :**

**[3 × 5 = 15]**

- a) Explain Arnold AI Standard Surface Nodes.
- b) Write down any 5 modifiers and explain any two.
- c) Describe Range Slider in Maya.
- d) Explain shaders and Texture Maps in Maya.

**Q4) Answer any 4 :**

**[4 × 5 = 20]**

- a) What is Hypershade? Explain in detail.
- b) Explain Node System of Maya.
- c) Explain any 4 Basic principles of Animation.
- d) Explain IK and FK handle in Rigging.
- e) Describe weight cleaning.
- f) Draw a Human Skeleton for Rigging and name all joints.



Total No. of Questions: 4]

SEAT No. :

**PB1924**

**[6239]-303**

[Total No. of Pages :2

**S.Y.B.Sc.(Animation)**

**ANM -303 : ANIMATION PRODUCTON PROCESS**

**(2021 Pattern) (Semester-III)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*
- 3) Neat diagrams must be drawn wherever necessary.*

**Q1)** Answer the following questions (any 10)

**[10×2=20]**

- a) What is thumbnail in storyboarding?
- b) How to develop a story?
- c) What is concept art?
- d) What is first draft in script?
- e) What is slugline in script?
- f) Which software is used for writing script?
- g) What is Genre?
- h) What are three types of concept art?
- i) What is appeal in character design?
- j) Write any 3 types of storyboard?
- k) What is animatic?
- l) What is stop motion?

**P.T.O.**

**Q2)** Answer the following questions (any 4)

**[4×5=20]**

- a) Explain shape language in character design Explain in brief
- b) Explain what are good characteristics of Protagonist?
- c) Explain 180° degree rule in story board?
- d) Explain any 5 basic camera movement? Explain in brief with diagram?
- e) Explain in brief conflict in script?

**Q3)** Answer the following questions (any 3)

**[3×5=15]**

- a) Explain Establishing shoot?
- b) Explain character rig for cut-out animation? Explain with diagram?
- c) Explain different types of sound/music use in Animation film?
- d) Explain Process of visual Effect in animation.

**Q4)** Answer the following questions (any 3)

**[3×5=15]**

- a) Explain the process of character rig for clay mation?
- b) Explain different type of camera movement? Explain in brief?
- c) Explain process/pipe line of 2d animation?
- d) Explain process/pipe line of 3d animation?



Total No. of Questions : 4]

SEAT No. :

**PB1925**

**[6239]-401**

[Total No. of Pages : 2

**S.Y. B.Sc.(Animation)**

**ANM-401 : ANIMATION FOR AR & VR TECHNIQUES**

**(2021 Pattern)(Semester - IV)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*
- 3) Neat diagrams must be drawn wherever necessary.*

**Q1)** Answer the following questions.(any 10)

**[10×2=20]**

- a) How is depth perception achieved in AR?
- b) How is depth perception achieved in VR?
- c) Name a popular AR development frame work?
- d) Name a popular VR development frame work?
- e) What is the purpose of motion tracking in VR?
- f) What is the purpose of motion tracking in AR?
- g) How does AR impact the retail industry?
- h) How does VR impact the health care industry?
- i) Name a popular AR device?
- j) Name a popular VR device?
- k) What is a role of sensor in AR device?

**P.T.O.**

**Q2)** Answer the following questions(any 4) **[4×5=20]**

- a) Identify 2 industries where VR technology is commonly utilized. Explain?
- b) Explain in brief role of sensor.
- c) Describe the purpose of motion Tracking in VR device?
- d) Discuss two challenges commonly faced in the development of AR application.
- e) Describe Virtual Reality and provide example.

**Q3)** Answer the following questions(any 3). **[3×5=15]**

- a) Explain the concept of haptic feedback in VR?
- b) Discuss the impact of AR on Education field?
- c) Describe the potential application of VR in architecture of design.
- d) Identify a popular AR device & discuss its features of capabilities.

**Q4)** Answer the following questions(any 3). **[3×5=15]**

- a) Explain how AR can be used to improve tourism Industry?
- b) Explain how VR can be used to aid mental health treatment.
- c) Identify a popular VR social platform & discuss its features.
- d) Explain how AR can be used to enhance marketing campaigns.





Total No. of Questions : 4]

SEAT No. :

**PB-1926**

[Total No. of Pages : 2

**[6239]-402**

**S.Y.B.Sc. Animation**

**ANM 402: 3D Sculpting tools & Techniques (Z Brush)  
(Semester-IV) (2021 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*

**Q1) Answer any ten questions :**

**[10 × 2 = 20]**

- a) Which shortcut key is used for strength of brush?
- b) Define alpha in Z Brush.
- c) What is lazy mouse in Z Brush.
- d) Write a shortcut for 'frame to center'
- e) What is Z Sphere?
- f) Which shortcut key is used for subdivision level up and down?
- g) What is an Anatomy?
- h) What are the standard primitives in Z Brush?
- i) What is a Light Box?
- J) What is Sub tool?
- k) Define Digital sculpting
- l) Define adaptive skin.

**P.T.O.**

**Q2) Answer any three questions :**

**[3 × 5 = 15]**

- a) Define and explain the Append tool
- b) Write the use of sub tool in Z Brush
- c) What are traditional sculpting techniques? List the types.
- d) Explain dynamesh and its use
- e) Describe focal shift, Draw size and intensity

**Q3) Answer any three questions :**

**[3 × 5 = 15]**

- a) Explain the importance of UVW unwrapping
- b) Write a short note on Z Brush rendering
- c) Write the process of creating a character using Zsphere.
- d) List the types of strokes. Explain all.
- e) Explain extract mapping in Z Brush.

**Q4) Answer any Four questions :**

**[4 × 5 = 20]**

- a) Explain inflate and DAM standard Brush.
- b) Explain extract tool and its uses
- c) Explain alpha in Z Brush
- d) Explain materials in Z Brush and their properties
- e) Write a note on Z Brush inter face with appropriate diagram.



Total No. of Questions: 4]

SEAT No. :

**PB1927**

**[6239]-403**

[Total No. of Pages :2

**S.Y.B.Sc. (Animation)**

**ANM 403 : GAME DESIGN (BLENDER)**

**(2021 Pattern) (Semester-IV)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Neat diagrams must be drawn wherever necessary.*

**Q1)** Answer the following questions any ten

**[10×2=20]**

- a) Which company introduced the Assassin's creed game?
- b) Write down the year in which Arcade gaming developed
- c) How does the soft Body modifier affect an object
- d) What is a prefab in a game engine
- e) Write down the full form of
  - i) AI
  - ii) FPS and
  - iii) TPS
- f) Which is the most successful video game by Atari
- g) Which Render Engines use with Blender
- h) Write a shortcut for parenting
- i) What is Brownian in simulations?
- j) Define Damp in Physics Properties
- k) Name any two uses of particle simulation
- l) Define canvas & brush from Dynamic paint

**P.T.O.**

**Q2)** Answer the following questions any four

**[4×5=20]**

- a) Draw and design any five types of war shields
- b) How to create a rainwater effect in the Blender?
- c) Explain Lighting and its types
- d) Explain the Blender Interface
- e) Explain the process of Texturing in the Blender

**Q3)** Answer the following questions any three

**[3×5=15]**

- a) What are Booleans and their types?
- b) Define a puzzle game types of puzzle game.
- c) Explain the process of making a soft toy with fur
- d) How to set up HDRI texture in the Blender

**Q4)** Answer the following questions any three

**[3×5=15]**

- a) Define Dynamic paint in detail
- b) What is Gaming? Explain types of Games
- c) Explain the process of Animation in Blender
- d) How can Blender be used to create game asset



Total No. of Questions : 4]

SEAT No. :

**PB1928**

[Total No. of Pages : 2

**[6239]-501**

**T.Y.B.Sc. (Animation)**

**ANM - 501 : VISUAL EFFECTS (NUKE)**

**(2021Pattern) (Semester - V)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Neat diagrams must be drawn wherever necessary.*

**Q1)** Answer any ten

**[10×2=20]**

- a) What does the term 'Nuke' refer to in the context of visual effects?
- b) Oscar Gustav Rejlander composited first image which is called \_\_\_\_\_
- c) What does CGI stand for?
- d) Shortcut key for Read Node is \_\_\_\_\_
- e) What is the shortcut to disable a Node?
- f) What is the use of Node Graph editor?
- g) Full form of PAL is \_\_\_\_\_
- h) What is digital compositing?
- i) NTSC format uses \_\_\_\_\_ FPS for shooting or playing a video.
- j) Write about Motion capture in short.
- k) Shortcut key for Merge Node is \_\_\_\_\_
- l) What is the definition of compositing?

**Q2)** Answer any four.

**[4×5=20]**

- a) Write a note on Dope Sheet.
- b) Describe the low angle shot.
- c) Write a brief note on image generation.
- d) Explain the symmetry rule in compositing techniques.
- e) Explain the render process in Nuke.

**P.T.O.**

**Q3)** Answer any three.

**[3×5=15]**

- a) What is the principle of simultaneous contrast?
- b) What is video file format? Explain with example.
- c) Explain the use of following Nodes in brief:
  - i) Read
  - ii) Transform
  - iii) Grade
  - iv) Blur
  - v) ColorBars
- d) Explain precise and Garbage poly

**Q4)** Answer any three.

**[3×5=15]**

- a) What is a single point tracker? Explain its working technique.
- b) Describe Nuke interface with a diagram.
- c) Write down the example of Break the pattern in scene compositing.
- d) Write down the example of simultaneous contrast.



Total No. of Questions : 4]

SEAT No. :

**PB1929**

**[6239]-502**

[Total No. of Pages : 2

**T.Y.B.Sc. (Animation)**

**ANM-502: GAME PRODUCTION (UNITY)**

**(2021 Pattern) (Semester-V)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Neat diagrams must be drawn wherever necessary.*
- 3) *Figures to the right indicates full marks.*
- 4) *All questions carry equal marks.*

**Q1)** Answer any Ten.

**[10×2=20]**

- a) How to import packages in unity?
- b) To duplicate a selected object ——— is shortcut key.
- c) What is unity?
- d) What is the average height proportion of humans in unity?
- e) True or False: Unity is only available for windows operating systems.
- f) Which node is used to take inputs from the user?
- g) What is the shortcut for console window?
- h) How to lock the scene view camera?
- i) What is the main use of unity's "Scene" view?
- j) What is the shortcut for Horizontal inputs?
- k) What is the meaning of packages in unity?
- l) True or False: Unity is only suitable for developing 3D games.

**Q2)** Answer any four.

**[4×5=20]**

- a) What are the types of Terrain? Explain with example.
- b) Explain the process of restarting the game by player drop and collision.
- c) Write a brief note on console window.
- d) Write a brief note on unity's Inspector panel.
- e) Draw a detail node graph for player drop and collision node pipeline.

**P.T.O.**

**Q3)** Answer any three.

**[3×5=15]**

- a) Explain the UI elements of unity.
- b) Define the terms.
  - i) Unity Registry
  - ii) My assets
- c) Write down any five F.P.S. Game name.
- d) Define tools with shortcut and paths.
  - i) Animator controller
  - ii) Tags

**Q4)** Answer any three.

**[3×5=15]**

- a) Write down the process to create New visual script.
- b) What are the main components of visual script?
- c) Explain the 3D cube game and draw the node graph.
- d) What is unity? Draw and explain its Interface.





Total No. of Questions : 4]

SEAT No. :

**PB1930**

[Total No. of Pages : 2

**[6239]-503**

**T.Y.B.Sc. (Animation)  
ANM-503 : UI & UX Design  
(2021 Pattern) (Semester-V)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*
- 3) Neat diagrams must be drawn wherever necessary.*
- 4) Assume suitable data if necessary.*

**Q1)** Answer any Ten.

**[10×2=20]**

- a) Define user Interface.
- b) What does UX stand for & What does it mean?
- c) How does the principle “less is more” apply to design?
- d) Why user research is essential in UI design?
- e) Why is it crucial for a website or app to be responsive?
- f) What is the primary goal of interactive design?
- g) Why prototyping is important before finalizing a UI design?
- h) What is the importance of colorscheme in UI/UX design?
- i) What is the purpose of wire frame in design?
- j) What do you mean by adaptive layouts in android?
- k) What is the role of android notification bar?
- l) Define importance of app permission in Android.

**Q2)** Answer any four.

**[4×5=20]**

- a) What is the importance of establishing a work structure & how does it impact overall design process?
- b) Describe the concept of responsive design & challenges to adapt various layouts in UI.
- c) Discuss the difference between UI & UX.

**P.T.O.**

- d) Provide examples of user interaction & navigation pattern in android.
- e) Draw a wirefram of existing social media application.

**Q3)** Answer any three.

**[3×5=15]**

- a) Explain the importance of user centered design in modern digital products.
- b) Describe the process of creating user flow & how it influence the design process.
- c) Describe the process of creating a user persona & its role in design decision making.
- d) Discuss the key differences between a low-fidelity & high fidelity prototype.

**Q4)** Answer any three.

**[3×5=15]**

- a) Explain how composition can be used to tell a visual story in UI Design.
- b) How does designing for variable text sizes impact the user experience. Give the example.
- c) Explain the role of contrast in creating an inclusive ios app & how designers ensure the visual impairment.
- d) Explain the importance of Asthetic integrity in user interface.



Total No. of Questions : 4]

SEAT No. :

**PB1931**

**[6239]-504**

[Total No. of Pages : 2

**T.Y. B.Sc.**

**ANIMATION**

**ANM-504 : Motion Graphics & Composition  
(2021 Pattern) (Semester - V)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) Figures to the right hand side indicates full marks.*
- 2) All questions are compulsory.*
- 3) Draw diagram wherever required.*

**Q1)** Answer the following questions.

**[10×2=20]**

- a) What is frame by frame Animation?
- b) What is Morphing.
- c) Which two colors can be used for chroma?
- d) What is composition?
- e) In Resolution format 'P' stands for\_\_\_\_\_ [Pixels/progressive/points]
- f) We can use Blue color for chroma [T/F].
- g) Name the early cinematic invention.
- h) What is Title.
- i) Explain graphics in short.
- j) What is visual interpolations?

***P.T.O.***

**Q2)** Answer the following questions. (any 4)

**[4×5=20]**

- a) Explain alpha channel.
- b) Explain color Manipulation.
- c) Explain 180 degree rule.
- d) Explain frame mobility.
- e) Explain principles of Motion Graphics.

**Q3)** Answer the following questions (any 3).

**[3×5=15]**

- a) Explain color correction.
- b) Explain frame by frame Animation.
- c) What is “Matte” explain in detail.
- d) Explain the term post production.

**Q4)** Answer the following questions (any 3).

**[3×5=15]**

- a) Explain “Keying”.
- b) Differentiate Chroma & Luma key.
- c) What is cuts. Explain in detail.
- d) Write procedure of Title Animation.



Total No. of Questions : 4]

SEAT No. :

[Total No. of Pages : 2

**PB1932**

**[6239]-601**

**T.Y.B.Sc. (Animation)**

**ANM601 : IPR & CYBER SECURITY**

**(2021 Pattern) (Semester - VI)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*

**Q1)** Answer any ten.

**[10×2=20]**

- a) Write any two types of intellectual property rights?
- b) Write any two significance of patent in innovation?
- c) Name one international organization dedicated to promoting intellectual property rights.
- d) Define trade secretes?
- e) Write any two difference between copyright and trademark?
- f) Write any two difference between LAN & MAN.
- g) Define computer forensics.
- h) Describe steganography in cyber security.
- i) What is digital watermarking?
- j) Write day four transmission mediums with example?
- k) Define BCP?
- l) Define cryptography in network security.

**Q2)** Answer any four.

**[4×5=20]**

- a) Describe the process of obtaining a patent in India.
- b) Why to registered for a patent?
- c) Describe ISO-OSI model.
- d) What is scope OI patentability & patentability standard?
- e) How do intellecutal property rights influence foreign direct investment flows?

**P.T.O.**

**Q3)** Answer any three.

**[3×5=15]**

- a) What is information security, give its five advantages?
- b) Define water marking & write its fire applications.
- c) Define copyright in computer software industry.
- d) What is security threats & Vulnerabilities?

**Q4)** Answer any three.

**[3×5=15]**

- a) What is the difference between asymmetric key cryptography & symmetric key cryptography.
- b) What is the difference between BCP & DGP?
- c) Define firewall & its types.
- d) Describe IDS & IPS.



Total No. of Questions : 4]

SEAT No. :

**PB1933**

[Total No. of Pages : 2

**[6239]-602**

**T.Y.B.Sc. (Animation)**

**ANM-602: NEW MEDIA**

**(2021 Pattern) (Semester-VI)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicates full marks.*

**Q1)** Answer any Ten.

**[10×2=20]**

- a) Name three e-Book formats.
- b) Name two Indian fact-checking website.
- c) How long is copyright valid in India?
- d) SEO stands for?
- e) What is full form of http://?
- f) Who started first public internet service in India?
- g) Who launched first newspaper website in India?
- h) Who introduced Broadband services in India?
- i) Name three video editing software.
- j) What are the four elements of multimedia?
- k) What is full form of ERNET?
- l) What is full form of WWW?

**Q2)** Answer any four.

**[4×5=20]**

- a) How social media can be used for story generation & development?
- b) What is multimedia journalism? Which are content creation tools of multimedia journalists?
- c) Discuss advantage of New media over traditional media.
- d) Write the impact and future of E-Books and E-Publishing.
- e) How internet has significantly impacted the knowledge society?

**P.T.O.**

**Q3)** Answer any three.

**[3×5=15]**

- a) What is 'CMS'? What are features of CMS?
- b) What is citizen journalism? Write impact & challenges of citizen journalism.
- c) Mention various tools to manage digital content.
- d) What is difference between podcast and webcast?

**Q4)** Answer any three.

**[3×5=15]**

- a) What is feature writing? Write the purpose of feature writing.
- b) How do write for online audiences?
- c) Explain benefits and challenges of open source journalism.
- d) Why responding to the audience is necessary in digital journalism?





Total No. of Questions : 4]

SEAT No. :

**PB1934**

**[6239]-603**

[Total No. of Pages : 2

**T.Y.B.Sc. (Animation)**

**ANM-603 : WHITE BOARD & EXPLAINER VIDEO ANIMATION  
(2021 Pattern) (Semester-VI)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

**Q1)** Answer any ten.

**[10×2=20]**

- a) What file format are videoscribe projects saved in?
- b) What is Videoscribe?
- c) What does the Timeline offer?
- d) What is the purpose of the canvas and drawing tools?
- e) What is the purpose of continuity points?
- f) What is Videoscribe primarily used for?
- g) What is the purpose of the Media Library?
- h) How can users export their completed project?
- i) How can users create a new scene?
- j) What is the purpose of Keyframes.
- k) Write a features of Videoscribe?
- l) How can users customize text?

**Q2)** Answer any four.

**[4×5=20]**

- a) How does videoscribe facilitate the process of storyboarding for video creation?
- b) Explain the concept of image properties in videoscribe, and provide examples of common image properties users can customize.
- c) How do camera settings in videoscribe contribute to creating dynamic and visually appealing animations?

**P.T.O.**

- d) Why is customizing default setting important in videoscribe and how does it benefit users?
- e) Explain the process of changing default drawing hand in video scribe and discuss its significance.

**Q3) Answer any three. [3×5=15]**

- a) Explain the importance of transitions in videoscribe animations and provide examples of different types of transitions available.
- b) What role do HEX codes play in videoscribe animations, and how can users utilize them to customize colors?
- c) Describe the role of the “overview of the project” screen in whiteboard and explainer video animation software like videoscribe?
- d) What steps are involved in creating a new project in videoscribe, and why is each step important in the video creation process?

**Q4) Answer any three. [3×5=15]**

- a) How does videoscribe allow users to customize charts to match their style and branding?
- b) How can you change the default drawing hand in videoscribe, and why is the customization beneficial?
- c) How can user’s animate charts in videoscribe to add visual interest and engagement to their animations?
- d) Explain the process of saving a project in videoscribe, including the available options and the format in which projects are saved?



Total No. of Questions : 4]

SEAT No. :

**PB1935**

**[6239]-604**

[Total No. of Pages : 2

**T.Y. B.Sc. (Animation)**

**ANM-604 : Basics of Marketing, Management & Portfolio  
Development**

**(2021 Pattern) (Semester - VI)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) All questions are compulsory.*
- 2) Figures to the right indicates full marks.*

**Q1) Answer Any Ten.**

**[10×2=20]**

- a) What is a brand?
- b) What is Market Positioning?
- c) What is branding?
- d) What is the role of Market research in marketing management.
- e) What is brand equity?
- f) What are the main types of advertising media?
- g) What is brand extension?
- h) What is sales promotion?
- i) What is direct marketing?
- j) What is market analysis?
- k) What is an advertising campaign?
- l) What is product portfolio?

***P.T.O.***

**Q2) Answer any four.**

**[4×5=20]**

- a) What role does market segmentation play in marketing management?
- b) What strategies can animation studios use for effective brand management?
- c) How do animation studios measure the success of their branding efforts?
- d) What are some examples of successful branding in the animation industry?
- e) How can animation characters become iconic brands?

**Q3) Answer any Three.**

**[3×5=15]**

- a) How can animation studios use brand story telling to create deeper connections with audiences?
- b) How can animation studios develop a unique brand identify?
- c) What role does social media play in marketing animation content?
- d) What are some examples of successful branding in the animation industry?

**Q4) Answer any Three.**

**[3×5=15]**

- a) How can animation studios effectively communicate with their Target audience?
- b) How can animation studios leverage influencer marketing for promotion?
- c) What is market analysis in the animation industry?
- d) What challenges do animation studios face in brand management?

