



Dr. YSR ARCHITECTURE AND FINE ARTS UNIVERSITY

[Established under sub section (2) of the section (1) of the Jawaharlal Nehru Architecture and Fine Arts University (Amendment) Act, 2019 of A.P. Legislature Act No.15 of 2020]

Kadapa, YSR Dist. Andhra Pradesh

Pattern and Model Question Paper

MFA (Applied Art) Entrance Exam through PG CET- 2021

Exam Type	Questions	Marks	Duration
Paper-A Multiple Choice Questions	40	40 Marks	60 minutes
Paper B Practical Examination	1	40 Marks	90 Minutes
Total		80	2 hours 30 Minutes

MODEL PAPER:

PAPER- A

*All questions are compulsory.

* No negative marks.

Total Marks- 40 x 1= 40

Time: 60 Minutes

1. A longer commercial that mixes entertainment along with information in a program like format is known as _____

(A) Infomercial

(B) Space feature

(C) Advertorial

(D) Classified

2. Print advertising is sometimes also called _____

(A) Electronic

(B) Business Advertising

(C) Press Advertising

(D) None of these

03. The darkness or lightness of a colour is known as _____

(A) Colour

(B) Value

(C) Contrast

(D) Balance

04. _____ the following are Principles of Graphic Design except

(A) Alignment

(B) Proximity

(C) Contrast

(D) Placement

05. _____ is the man behind the latest Indian Rupee Symbol.

(A) Lakshya Raghuvanshi

(B) Rajdeep Ghosal

(C) R. Hiren Sardesai

(D) D. Udaya Kumar

06. _____ of the following is a serif font.
- (A) Helvetica (B) Calibri
(C) Arial (D) Times New Roman
07. Which one of the following is the golden ratio?
- (A) 1.81603399 (B) 1.61803399
(C) 1.68103399 (D) 1.16803399
08. Which of the following is a transit advertising term specifying two displays in each vehicle?
- (A) Double carding (B) Billboard
(C) Hoarding (D) Carding
09. Magazine advertisements that extend to the end of the page rather than leaving a margin around the ad are called _____
- (A) Bleed Pages (B) Maximum coverage ads
(C) Gatefolds (D) Total page ads
10. Traditionally, newspaper advertising space for national advertisers has been sold by the
- (A) Column inch (B) Cost per thousand (CPM)
(C) Standard advertising units (SAUs) (D) Age line
11. What is a reduction from regular rates when advertising contracts to use quantities of advertising?
- (A) Allowance (B) Discount
(C) Correction (D) Valuation
12. The motive to which an ad is directed, designed to stir a person toward goal the advertiser has set is known as _____
- (A) Need (B) Demand
(C) Appeal (D) Desire
13. Printed matter that runs over the edges of an outdoor board or a page leaving no margin is known as _____
- (A) Solus (B) Classified
(C) Broadsheet (D) Bleed
14. _____ is a hierarchy of effects or sequential model used to explain how advertising works.
- (A) SWOT (B) ADD
(C) AIDA (D) PESTLE
15. Any device or word that identifies the origin of the product, the manufacturer details etc is
- (A) Brand name (B) Identify
(C) Trade name (D) Trademark
16. The primary advertising medium in terms of both ad revenue and number of advertisers is:
- (A) Radio (B) Magazine
(C) Newspapers (D) Network television
17. _____ is the following is an example of a trade magazine.
- (A) Progressive Grocer (B) Fortune
(C) Architectural Digest (D) National Law Review

18. One of the primary advantages of using magazines as an advertising medium is their
(A) Low clutter (B) Selectivity
(C) Low absolute costs (D) Long lead time
19. _____ city is the Film and Television Institute of India is located.
(A) New Delhi (B) Pune
(C) Mumbai (D) Ahmedabad
20. _____ is a Thumbnail in context of Design
(A) A form of nail art (B) Thumb impression
(C) Small image representation (D) Small image representation

PAPER- B

* Only Drawing sheet will provide by the University.

Marks: 40

Time: 1 hour 30 minutes (90 minutes)

Design a Poster on any ONE of the following topics:

1. "Wear Mask & Maintain Social Distance"
This is only the way to protect from Covid-19
2. "Save trees & Save lives"
Without trees we can't Survive

Note:

- Size of the Poster is 10"X15" (Inches)
- Use Ivory Card/Mount Board
- Use Poster Colours for Colouring
- Creative idea, Good Composing/layout carries more weightage
- Candidates should bring their own colours

(OR)

Create an illustration from memory on any ONE of the following subjects mentioned below for reproduction in Print media.

1. Hospital
2. Former

- Size of the Poster is 10"X15" (Inches)
- Use Ivory Card/Mount Board
- Establish narrative expression in rendering
- Use Water colours /Poster colours / Pen & Ink
- Candidates should bring their own colours
