

TILAK MAHARASHTRA VIDYAPEETH, PUNE
B.SC. IN SOCIAL MEDIA & DIGITAL MARKETING
EXAMINATION: DECEMBER- 2025
FIRST SEMESTER

Sub: Photography for Social Media (79125-103)

Date: 18/12/2025

Total Marks : 40

Time: 10.00 am to 12.00 pm

Instruction:

1. All questions are compulsory unless and otherwise stated.
2. Bold figures to the right of every question are the maximum marks for that question.
3. Candidates are advised to attempt questions in order.
4. Answers written illegibly are likely to be marked zero.
5. Write the exact question number in the answer sheet.
6. It is mandatory to write an introduction and conclusion in your answers.

Q. 1. Answer the following. (Any Two)

(20)

- 1) Explain how angle and perspective influence visual storytelling.
- 2) Discuss the advantages and disadvantages of using smartphones for social media content creation.
- 3) Describe techniques to improve low-light mobile photography.

Q. 2. Write short notes. (Any Two)

(10)

- 1) Smartphone camera limitations.
- 2) Explain portrait mode in smartphones.
- 3) Snapseed
- 4) Presets/filters in mobile editing apps
- 5) Three mobile photography techniques for better quality images.

Q. 3. Open Ended Question

(10)

How would you build a personal brand using photography and Instagram aesthetics?