New 40:60

TILAK MAHARASHTRA VIDYAPEETH, PUNE

B.SC. IN SOCIAL MEDIA & DIGITAL MARKETING

EXAMINATION: MAY- 2026

FIRST SEMESTER

Sub: Photography for Social Media (79125-103)

Date: 21/05/2026 **Total Marks : 40** **Time: 2.00 pm to 4.00 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) What is the importance of visual content in social media.
2) Explain the importance of lighting in social media content creation.
3) What is mobile photography

Q. 2. Write short notes. (Any Two) **(10)**

1) Portrait Photography for social media
2) Composition in Social media Photography
3) Filters & Presets
4) Product Photography for social media
5) Importance of Image editing in Social Media

Q. 3. Open Ended Question **(10)**

Explain why photography is important for social media