



SARVAJANIK UNIVERSITY

S-2026 Date: 06-05-26 Time: 01:30 PM to 03:30 PM
Regular / Backlog Exam

BVA-II- SEMESTER- IV EXAMINATION

Course Code: BVVA32404

Total Marks: 50

Course Name: Philosophy of arts- II (Indian Aesthetics-II /Theory of Graphic Design-II)

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Indian Aesthetics students attempt question number 01 to 03 (50 Marks) and Theory of Graphics Design students attempt question number 04 & 06 (50 Marks)

Q1.	Choose the correct answer.	10 Marks
	1. Who wrote the book ' Kavyalankara'? A Bhamaha B Dandin C Anandavardhana D Vamana 2. Metaphorical meaning can symbolize through which type of Dhvani? A Abhidha B Tatparya C Lakshana D Dhvani 3. 'Krishna lifting Govardhan mountain' is an example of which Rasa? A Shringar Rasa B Adabhuta Rasa C Veer Rasa D Shant Rasa 4. Mention the Time era of Anandavardhana. A 6th C. B 9th C. C 12th C. D 16TH C. 5. Who has Gunas and Doshas? A Riti B Vritti C Dhvani D Rasa	
Q.2	Write short note. (any two)	10 Marks
	1. Write a note on Taalmaan (Iconometry) and Pratimalakshana (Iconography) in Indian art. 2. Parameter of Poetry 3. Bhava and its Types.	
Q.3.	Answer the following in detail. (any Two)	30 Marks
	1. Write Rasa sutra and select any three examples from painting or sculpture through which one can experience a Rasa. 2. Write about Dhvani theory in context of Anandavardhana's view with examples.	

	3. What is Riti? Explain the theory of Riti School.	
Q.4.	Match the following based on Indian symbolism.	10 Marks
	A 1) Saffron 2) Yellow 3) Blue 4) Red 5) Green B (a) Power (b) Purity (c) Nature (d) Divine (e) Knowledge	
Q.5.	Answer the following question in short.	12 Marks
	1. Explain the principles of Indian symbol making. 2. Discuss how posters evolved with time. 3. Explain the visual anatomy of newspapers. OR What are the different types of magazines?	
Q.6.	Answer the following in detail. (Any two)	28 Marks
	1. What are the principles of design in the relationship of logo and typography? 2. Explain in detail the principle of layout design. 3. State the similarities and differences between the design of newspaper and magazine.	

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