

# NCC FINAL EXAM

Ans 1 – When we have to produce we have to plan and when we have to construct we have to design. Design means a particular drawing of a object that we have to make. It is an arrangement of lines or shapes created to form a pattern or decoration. We need it to communicate.

Ans 2 – First one is to sell a product.

Second one is to inform or change behaviours.

Ans 3 – Designing that is form of communication as we communicate with the help of it to others. Second one is editing.

Ans 4 – Message.

Ans 5 – SENDER > (ENCODING – MESSAGE – DECODING) > RECEIVER.

Ans 6 – d

Ans 7 - **Identifying a target market** helps your **company** develop effective **marketing** communication strategies. A **target market** is a set of individuals sharing similar needs or characteristics that your **company** hopes to serve. These individuals are usually **the** end users most likely to purchase your product.

Ans 8 – c

Ans 9 – Aligning.

Ans 10- False.

Ans 11 – false.

ANS 12 – TRUE.

Ans 13 – d

ANS 14 – Harmony.

Ans 15 - -----

Ans 16 – CYAN , MAGENTA AND YELLOW.

Ans 17- Orange is secondary color we get it by mixing red and yellow.

Ans 18 – b

Ans 19 - A **color** with **0% saturation** corresponds to a shade of gray.

ANS 20 – Complimentary colors that are also known as opposite colors that are opposed to other one.

Ans 21 - **Change the intensity of a color** by adding its complement .(this is the **color** found directly opposite on the traditional **color** wheel).

Ans 22 – True.

Ans 23- a – 4

B – RED AND YELLOW.

C – 2,3,4.