

ROYAL CIVIL SERVICE COMMISSION
CIVIL SERVICE COMMON EXAMINATION (CSCE) 2009
EXAMINATION CATEGORY: TECHNICAL
PAPER II: GENERAL SUBJECT KNOWLEDGE for Visual Communication GROUP

Date : 7th November 2009
Total Marks : 100
Examination Time : 1.5 hours
Reading Time : 10 minutes (Prior to exam. time)

Instructions to candidate(s):

- Write your answers in the CSCE Answer sheets
- Paper II has two parts:
 - Section A: 70 multiple-choice questions/true or false questions and ten match the two columns. All the questions are compulsory.
(Each is 1 mark. Total 70 marks)

 - Section B: 10 short answer questions. All the questions are compulsory.
(Each is 3 marks. Total 30 marks)

Please look at the following example:

1. Three-dimensional objects have:
 - a) Height Width
 - b) Length Width Height
 - c) Light and shade

Answer for Section A

A. 1. b

SECTION A

Consists of 70 multiple-choice questions/true or false questions and ten match the two columns. All the questions are compulsory.
(Each is 1 mark. Total 70 marks)

1. **Pencil is graded by the letters:**
 - a) P and T
 - b) S and D
 - c) H and B

2. **The primary colours are:**
 - a) Green, Yellow and Orange
 - b) Red, Yellow and Blue
 - c) Black & White

3. **A high grade board, brown in colour, traditionally made from rope and other materials. It is very hard, tough, with a good finish and used for covers of better books, as it is less liable to warp.**
 - a) Mill
 - b) Bristol
 - c) Pulp

4. **Drawing or painting with lights and shades using only small dots and sometimes stumping, with a final result similar to a photograph.**
 - a) Symbolism
 - b) Pointillism
 - c) Cubism

5. **The secondary colours are:**
 - a) Orange, Green and Purple
 - b) Grey, Purple and Green
 - c) Orange, Yellow and White

6. **In drawing or painting tone is used to:**
 - a) Highlight an object or background
 - b) Give the illusion of its being two-dimensional
 - c) Model the shape of an object

7. **Paper with an almost imperceptible grain.**
- a) Glossy paper
 - b) Matt paper
 - c) Coarse-grain paper
8. **Drawing made with India ink and water, or with one or two water colours and water.**
- a) Wash
 - b) Sketch
 - c) Painting
9. **The painting of Mona Lisa was painted by**
- a) Raphael
 - b) Titian
 - c) Leonardo Da Vinci
10. **A painting provides it with a uniform matt or gloss surface and protects the paint from dirt and other harmful effects.**
- a) Varnishing
 - b) Spraying
 - c) Glazing
11. **A series of parallel folds in which paper is 'pleated' by making each fold in the opposite direction.**
- a) Gatefold
 - b) Accordion fold
 - c) Parallel fold
12. **Style of un-sewn binding in which the backs of gathered sections are cut off and the leaves are held together at the binding edge by glue or synthetic adhesive.**
- a) Adhesive binding
 - b) Perfect binding
 - c) Mechanical binding
13. **What are the four colours used in printing?**
- a) Black, Magenta, Green and Cyan
 - b) Orange, Blue, White and Yellow
 - c) Yellow, Magenta, Cyan and Black

14. Paper that has received a coating of china clay and size. It has a very smooth surface, which may be matt, but is usually shiny.
- Art paper
 - Endpaper
 - Offset paper
15. What is the function of the process camera?
- To produce photographs
 - To produce line and halftone film from originals
 - To record images of text and pictures at high resolution.
16. The original printing process. The inked printing surface of metal, rubber or plastic is above the non-printing surface. The inking rollers touch only the raised printing surface which is then impressed onto the paper or board.
- Letterpress printing
 - Offset printing
 - Screen printing
17. Which one does not require halftone origination?
- Photographs
 - Painting
 - Line drawing
18. What is spine?
- The binding edge of a book
 - The case of a book
 - The head and tail of a book
19. A letterpress machine used for printing books and lottery tickets. Flexible printing plates are fixed to a pair of belts in such a way that books of almost infinitely varied extent and page size can be produced.
- Auto press
 - Belt press
 - Hot press
20. Book cases or covers that are blocked/embossed without the use of ink or foil.
- Blind
 - Bevel
 - Colophon

21. **Promotional text on the flap of a book jacket or the outside back cover of a paperback.**
a) Introduction
b) Note
c) Blurb
22. **A fine quality of cardboard that may be made stiff by passing two or more sheets together – used for business cards.**
a) Bristol
b) Bond
c) Art card
23. **High grade board of one or more laminations of identical quality and having characteristic features of translucency and rigidity.**
a) Straw
b) Duplex
c) Ivory
24. **In adhesive binding or in a cased book the trimmed and sewn, or glued, sections which are ready to have the case added.**
a) Book block
b) Body
c) Signatures
25. **The basic fibres used in papermaking. Originally only extracted from cotton or linen, but now obtained almost exclusively from wood in pulp production.**
a) Antique
b) Cellulose
c) Sulphite
26. **A series of colour guides, which may be graded in a standardized fashion as in the pantone matching system.**
a) Colour swatch
b) Colour board
c) Colour fast
27. **The level of variation in tone or density between the highlight and shadow areas.**
a) Illumination
b) Contrast
c) Depth

28. A sample for a job made up with the actual materials and to the correct size to show bulk, style of binding, and so on. Also a complete mock up of a job showing position of type matter and illustrations, margins and other details.
- a) Blue print
 - b) Dummy
 - c) Roughs
29. Lining sheets used at each end of a book to fasten the case to the first and last sections of a case binding.
- a) Jacket
 - b) Title page
 - c) Endpapers
30. Applying transparent or coloured plastic films, usually with a high-gloss finish, to printed matter to protect to enhance it.
- a) Laminating
 - b) Varnishing
 - c) Embossing
31. A sheet of flimsy paper (usually tracing paper) on artwork with instructions for reproduction.
- a) Blanket
 - b) Overlay
 - c) Chromatic film
32. Small holes or slots through paper or board, which may be inserted on press or a folding machine to facilitate the folding of thicker materials.
- a) Perforation
 - b) Parchment
 - c) Notch
33. To print two or more images so that they fit together perfectly if printed on the same side of the sheet or back up accurately if printed on opposite sides of the same sheet.
- a) Ruling
 - b) Alignment
 - c) Register

34. **A consecutive number or letter printed at the foot of the first page of a section to enable a binder to check the correctness and completeness of a binding.**
- a) Leaves
 - b) Sheets
 - c) Signature
35. **A rectangular piece of paper with the shorter sides placed horizontally.**
- a) Portrait
 - b) Landscape
 - c) Square
36. **A method of drawing objects bigger or smaller than they are in real life, and showing how much they have been enlarged or reduced.**
- a) Angle
 - b) Scale
 - c) Axis
37. **In perspective drawing, a point on the horizon at which the receding lines appear to meet.**
- a) Eye level
 - b) Vanishing point
 - c) Horizontal line
38. **Form of art that paid special attention to using pure colours to paint images (often painted outdoors) that celebrated light and atmosphere.**
- a) Surrealism
 - b) Impressionism
 - c) Expressionism
39. **Pictures made by fixing fabrics, papers and all kinds of found objects to a background support.**
- a) Collage
 - b) Assemblage
 - c) 3-Dimensional
40. **The process of raising or recessing an image using an un-inked block.**
- a) De-bossing
 - b) Embossing
 - c) Engraving

41. **What is the movement made by Pablo Picasso?**
a) Surrealism
b) Cubism
c) Symbolism
42. **Marks outside the page showing where the paper is to be cut.**
a) Crop marks
b) Bleed
c) Registration marks
43. **The preliminary measurement of copy to estimate the space it will occupy in a given size of type.**
a) Typesetting
b) Copy fitting
c) Formatting
44. **A short line or single word at the foot of a page or column of text.**
a) Widow
b) Headline
c) Orphan
45. **The process of assembling text and pictures ready for reproduction.**
a) Paste-up
b) Layout
c) Assembling
46. **Strokes which finish off the ends of a letter's stems, arms and other parts.**
a) Sans-serif
b) Strokes
c) Serif
47. **A coloured area composed of minute dots or lines to produce a paler version of a solid colour.**
a) Tint
b) Screen
c) Rules

48. **The vertical line which appears to be nearest the viewer in an isometric or perspective drawing.**
a) Leading edge
b) Outline
c) Baseline
49. **The process of assembling type to form words.**
a) Layout
b) Typesetting
c) Collate
50. **The traditional unit of measurement in typography.**
a) Point
b) Unit
c) Leading
51. **Black ink printed on white paper has the best contrast value.**
a) True
b) False
52. **Two point perspective has one vanishing point.**
a) True
b) False
53. **Monochrome is a single colour.**
a) True
b) False
54. **Parallel folds have more than one fold on the same axis, as in an accordion or gate fold.**
a) True
b) False
55. **Single-colour press can print multiple colours at each pass.**
a) True
b) False
56. **A verso is a left-hand page.**
a) True
b) False

57. **Rule** is the outer blank areas surrounding the words and pictures.
- a) True
 - b) False
58. **A4** size paper is 205 x 295 mm.
- a) True
 - b) False
59. **Tone** is the gradation from light to dark in black or any colour, contrasted with line work.
- a) True
 - b) False
60. **Chromo** is a smooth paper, usually only coated on one side, often used for the printing of labels.
- a) True
 - b) False

61 to 70: Match each description or term with the most appropriate related item. Make your selection for each match in the middle column of the table.
(Each is 1 mark. Total 10 marks)

Col. 1	Match Col. 1 to Col. 2 USE the alphabet letter	Col. 2
1. Indent		A. The part of the lower case letter falling below the x-height of the character as in 'g', 'q' and 'p'.
2. Gutter		B. The framework of lines marking the margins and columns of a page and used as an aid in designing.
3. Bleed		C. The imaginary line on which letters and other characters appear to sit.
4. Rule		D. The margins where two pages meet at a fold.
5. Base line		E. Lines of type of the same length, making straight-sided columns.
6. Descender		F. Method of depicting an object by drawing a series of flat views of its different sides, arranged in a special layout.
7. Grid		G. Horizontal and vertical lines, often used to divide up parts of the message.
8. Justified		H. Method of creating an image on some computer printers. Each letter is made up from a grid of pins – typically of 9x7 dots – with hammers hitting the correct combination of pins for each letter in the case of a printer.
9. Dot matrix		I. A blank space at the beginning of a line, usually at the start of a paragraph or other item.
10. Orthographic projection		J. Where an illustration or photograph extends beyond a cut edge of a page.

SECTION B

Consists of 10 questions. All the questions are compulsory.
(Each is 3 marks. Total 30 marks)

1. Diagrams and illustrations are widely used in the printed materials. For what purpose are they being used?
2. What are the primary colours and why they are called primary?
3. What are the functions of colour in printed text?
4. What are models? Why you think they are important?
5. What is layout? How would you define a good layout?
6. What is fixative and for what purpose is it used?
7. For each colour you use, each tube of paint and crayon you use is comprised of these elements: hue, tone, brilliance, warmth or coldness, opacity or transparency, reflected colour, shade and tint. Define in brief your THREE chosen elements.
8. What is design and communication? Give examples.
9. Name two most common applications for page layout.
10. What is perspective drawing? Using Two-point perspective, draw a house (rough sketch/ line drawing only showing perspective. Use pen or pencil).