



TEERTHANKER MAHAVEER UNIVERSITY

(Established under Govt. of U. P. Act No. 30, 2008)

Delhi Road, Moradabad (U.P.)

SYLLABUS FOR RESEARCH APTITUDE TEST IN COLLEGE OF FINE ARTS

The syllabus for Research Aptitude Test (TRAT) in Fine arts for specialization in (Painting and Applied) is divided in two parts: Part A and Part B as described below:

PART – A

Part A of the TRAT shall be designed to assess the research skills/aptitude of the candidate consisting of questions from the following areas:

1. **Research Methodology:** meaning, characteristics, and ethical issues in research; types of research; research methods.
2. **Logical Reasoning:** arguments, deductive and inductive research; logical and Venn diagram; inferences; analogies.
3. **Data Interpretation:** interpretation of data; mapping and analysis of data, tools for data analysis; quantitative and qualitative research.
4. **General Awareness about Basic Science:** basic science up to the level of SSC.
5. **Mathematical Reasoning:** number series, letter series, codes; relationships, classification.

PART – B

Part-B is designed to assess subject specific knowledge of the candidate covering the syllabus given as below

UNIT I:

- (a) Defining Advertising, Functions of Advertising, The target audience, Logo, Logotype, Monogram, Symbol, and Trademark etc.
- (b) History of Advertising: Before printing era, printing era and Digital era (modern Era) and Advertising Media: Print, Radio and T.V. Advertising, merits and demerits of these Medias.

UNIT II:

- (a) Modern Advertising agencies and its structure: Advertising Agency and its functions, Structure of an Advertising Agency, Services rendered by an Advertising Agency

UNIT III:

- (a) History of Indian Art
- (b) Medieval period,
- (c) Miniature paintings,
- (d) Mughal paintings,
- (e) Rajput paintings
- (f) Pahari paintings
- (g) Company paintings

UNIT IV:

- (a) Contemporary Art and Artist
- (b) Mural paintings of Indian caves
- (c) Fresco paintings of India

UNIT V:

- (a) Campaign planning: Objectives and basic principles – Campaign objectives, Steps in Advertising Campaign Planning, Factors influencing the planning of advertising campaign, Advertising Appeal, Role of Appeal.