

S.No. 5872

16 SCCVC 2

(For candidates admitted from 2016–2017 onwards)

B.Sc. DEGREE EXAMINATION, APRIL 2022.

Part III — Visual Communication – Major

BASICS OF ADVERTISING

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20)

Answer ALL questions.

1. Ad Agency.
2. Advertiser
3. Buyer
4. Target Audience
5. Art Direction
6. Electronic production
7. Media Strategy
8. Print Media
9. Campaign Strategy.
10. Public Relation.

PART B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b)

11. (a) Write short notes on functions of advertising.

Or

- (b) Illustrate and explain: AIDA Model.

12. (a) What do you mean by branding.

Or

- (b) Write short notes on life cycle of a product.

13. (a) Examine the creative perspectives of advertising.

Or

- (b) Differentiate print and electronic production.

14. (a) What do you mean by Media selection.

Or

- (b) Define: Direct Marketing.

15. (a) What are the trends involved in advertising?
-Discuss.

Or

(b) Define: Sales promotion

PART C — (3 × 10 = 30)

Answer any THREE questions.

16. Elaborate the nature and scope of advertising in detail.
17. Portray the importance of Target Audience in promoting a product.
18. Explain the importance of creativity in advertisement production.
19. Enumerate the difference between corporate and promotional advertisement.
20. 'Language is important for a successful Advertisement'-Discuss.
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