

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – APRIL 2010

VC 3503 - ADVERTISING BASICS

Date & Time: 23/04/2010 / 1:00 - 4:00

Dept. No.

Max. : 100 Marks

PART – A

Briefly answers **ALL** the following questions in about 50 words each. **(10 X 2 = 20 marks)**

01. PSA.
02. Public Relations.
03. Independent Advertising Agency.
04. Animatics.
05. Direct-mail.
06. Rough Layout.
07. Aided Recall.
08. Consumer Durable.
09. Brand Loyalty.
10. Media Planning.

PART – B

Answer **ANY FIVE** of the following in about 200 words each. **(5 X 8 = 40 marks)**

11. What are the different types of Advertising?
12. Explain the Structure of an Advertising Agency.
13. What are the limitations of radio advertisements?
14. What are the different types of Head lines? Explain with examples.
15. Explain the Creative Process.
16. What are the Advantages of Newspaper Advertising?
17. Explain the different elements of Marketing Mix.

PART – C

Write essay on **ANY TWO** of the following in about 400 words each. **(2 X 20 = 40 marks)**

18. Discuss in detail the various types of appeals with examples.
19. Explain different types of Print Advertisement layouts.
20. Design a creative print teaser advertisement for 19th Commonwealth Games 2010 which is going to be held in Delhi.
21. Discuss the legal and ethical aspects of advertising.

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