



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.Sc. DEGREE EXAMINATION - VISUAL COMMUNICATION**

**FIRST SEMESTER – APRIL 2013**

**VC 1817/2810 - CONTEMPORARY ADVERTISING**

Date : 03/05/2013  
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

**PART A**

Answer ALL the question in about 50 words each

10x2=20

1. Advertorial
2. AAAA
3. Body copy
4. Creative mix
5. Integrated Marketing Communication
6. Layout
7. Push strategy
8. Selective perception
9. Visualisation
10. Reputation management

**PART B**

Answer any FIVE questions in about 200 words each

5x8=40

11. Explain the categories of target markets.
12. What are effects does the advertising has on society in general? Describe.
13. What is an In-house agency? Write about its advantages and disadvantages.
14. How does culture influence the consumer behaviour in international markets?
15. Differentiate between advertising and publicity.
16. Discuss the various factors that affect the media scheduling decisions.
17. Explain the role of the creative brief and its effect on the artistic expression in a commercial.
18. Is Direct Mail an effective advertising medium for a local political candidate? Why?

**PART C**

Answer any TWO questions in about 400 words each.

2x20=40

19. Discuss the social and economic effects of advertising in society.
20. Advertising is a science, art and profession - Discuss.
21. Write about the contemporary trends in advertising in India.
22. Discuss the factors that affect consumer buying behaviour.

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