



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMM.

THIRD SEMESTER – APRIL 2013

VC 3507/VC 3503 - ADVERTISING BASICS

Date: 29/04/2013
Time: 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer ALL the following questions:

(10 x 2 = 20 Marks)

1. Publicity
2. Service Advertising
3. Target Group
4. In-house agency
5. Copy
6. Media Planning
7. Big idea
8. Point-Of-Sale Display
9. Government campaign
10. Political Advertising

PART – B

Answer any FIVE of the following in about 150 words each:

(5 x 8 = 40 Marks)

11. What are the steps of message design while using advertising as a communication tool?
12. Distinguish between Advertising, Publicity and Public Relations.
13. What are advertising appeals? Explain the types with examples.
14. Write about Consumer buying behavior.
15. What is the relation between visualization and creativity?
16. "Good advertising depends on the RIGHT media selection". Discuss.
17. Write a TV Ad for Cancer with the slogan " Stop Tobacco".

PART – C

Answer any TWO of the following in about 400 words each:

(2 x 20 = 40 Marks)

18. Advertising is mass communication, whereas personal selling is not. Explain this statement.
19. Explain the structure of an advertising agency and the functions of each department.
20. Discuss the merits and demerits of magazine advertising.
21. Explain how an advertising campaign is planned? What are the three phases of campaign creation?

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