



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2014

VC 1817 - CONTEMPORARY ADVERTISING

Date : 04/04/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART A

I. Answer ALL the questions in about 50 words each

10 x 2 =20

1. CAR
2. Transit Advertising
3. Psychographics
4. Big Idea
5. Copy Platform
6. ASCI
7. Alex osborn
8. Cutting Edge Creativity
9. USP
10. Hard Sell

PART B

II. Answer any FIVE questions in about 200 words each

5 x 8 =40

11. Trace out the history of advertising
12. List out the different departments in an ad agency
13. Write about the Influential factors in Intercultural advertising
14. Describe the concept of sales promotion with examples.
15. Give a detailed account on ethical issues in advertising
16. What are the various types of advertising agencies? Explain
17. Elucidate the process of Print Ad Production.
18. Enlist the pros and cons of Television advertising.

PART C

III. Answer any TWO questions in about 400 words each

2 x 20 =40

19. Illustrate and explain the different types of advertisement layout in detail.
20. Give a detailed account on Audience Analysis.
21. Explain the strategies involved in executing an advertising campaign.
22. Discuss the popular Indian advertising appeals.
