



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.A. DEGREE EXAMINATION – ECONOMICS

SECOND SEMESTER – APRIL 2017

16UVC2AL01- MEDIA DESIGN & DEVELOPMENT

Date: 27-04-2017
01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION-A

Answer all the following in around 50 words

10x2=20 Marks

1. Haptics
2. Creative
3. Media planning
4. Inverted pyramid
5. Big idea
6. Positioning
7. Brand image
8. Social media
9. Monogram
10. Layout

SECTION-B

Answer any five of the following in around 200 words

5x8=40 Marks

11. Describe personal and interpersonal communication.
12. Explain the role of print media.
13. Explain the effective methods used in the campaign strategy for the jallikattu issue.
14. Discuss the various elements required in creating an effective advertisement on the internet.
15. What is copy writing? Compare its uses over the visual.
16. Define advertising and explain its functions
17. Discuss effective illustrations quoting suitable examples to support your answer.

SECTION-C

Answer any TWO questions in about 400 words each:

2x20=40 Marks

18. Explain the role of the journalist.
19. What are the effective uses of colour when designing an ad?
20. Quoting suitable examples from various advertisements, discuss on media planning.
21. Discuss the structure and functioning of an advertising agency.

\$\$\$\$\$\$\$\$

(10X2=20) (10X2=20) 10X2=20 (10X2=20Marks)