



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – APRIL 2017

VC 3507- ADVERTISING BASICS

Date: 02-05-2017
09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer ALL the following questions

(10 x 2 = 20 Marks)

1. What is Surrogate Advertising?
2. Why do we advertise?
3. What is positioning?
4. What is demographic segment of target audience?
5. What is visualization?
6. What is image manipulation?
7. Define the ethical aspects of advertising.
8. What is Niche Market?
9. What is Transit Advertising?
10. List out any two advantages of TV advertisements

PART – B

Answer any FIVE of the following in about 150 words each

(5 x 8 = 40 Marks)

11. Explain the Functions of Advertising in a society.
12. Distinguish between Advertising, Publicity and Public Relations.
13. Discuss the factors that affect the buying behavior.
14. Discuss the merits and demerits of Print advertising
15. Explain the creative process.
16. "Good advertising depends on the RIGHT media selection". Discuss.
17. Write a TV Ad for Wear Helmet with the slogan "Be Safe"

PART –C

Answer any TWO of the following in about 400 words each

(2 x 20 = 40 Marks)

18. Write in detail about the different types of advertising.
19. What is market segmentation? What are the basis of segmentation?
20. What are adverting appeals? Explain with examples.
21. How an advertising campaign is planned? What are the three phases of campaign creation?
