



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

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

THIRDSEMESTER – APRIL 2018

**16PVC3MC01- CONTEMPORARY ADVERTISING**

Date: 24-04-2018  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART - A**

**Answer ALL questions in about 50 WORDS each:**

**(10x2=20 Marks)**

1. Teaser Ads
2. Maslow's hierarchy of needs
3. Through the Line Advertising
4. Brand Tie-Ups
5. OOH & DOOH
6. User Experience Generation
7. Viral Advertising
8. Social Advertising
9. Integrated Marketing Communications
10. CPM & CPT

**PART - B**

**Answer any FIVE questions in about 250 WORDS each:**

**(5x8=40 Marks)**

11. Write short notes on Seamless Advertising & Agile Marketing.
12. Why is a Landing Page so important for Advertisers?
13. Distinguish between Sequential Advertising and Multiple Execution Ads?
14. How are Geo Tags, Filters and other geographic data used by advertisers to draw audiences?
15. When one brand takes over another brand, how does it gradually change the promotions of the acquired brand? Explain with examples.
16. Draw the organizational flowcharts of a traditional advertising agency and a digital (social) advertising agency.
17. What are the various kinds of Biometrics used today to study the audience?

**PART - C**

**Answer any TWO questions in about 500 WORDS each: (2x20=40 Marks)**

18. Even the most 'boring' Insurance Sector has incorporated User Experience Creation into its advertising model. Discuss with examples.
19. Elaborate on Elon Musk's ideas on Guerilla Advertising in the future?
20. How the Coke brand has survived over so many years? Explain.
21. What are Brand Archetypes? How are they used in Branding?

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