

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



U.G. DEGREE EXAMINATION – ALLIED

SECOND SEMESTER – APRIL 2023

16/17/18UVC2AL01 – MEDIA DESIGN & DEVELOPMENT

Date: 15-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION-A

Answer all the following in around 50 words

10x2=20 Marks

1. Electronic media
2. Creative plan
3. Media consumerism
4. Inverted pyramid writing
5. Big idea in advertising
6. Segmentation
7. Brand
8. Social media
9. Online ads
10. Graphic design

SECTION-B

II. Answer ANY FIVE questions

(5 x 8 = 40 marks)

11. Describe Intrapersonal Communication.
12. Explain the role of print media in social change.
13. Explain the effective methods used in the Campaign strategy
14. Discuss the various elements required in creating an brand
15. What is Advertising?
16. Define the functions of Advertising
17. Discuss the role of a Media Manager

SECTION-C

III. Answer ANY TWO questions.

(2 x 20 = 40 marks)

18. Explain the uses of Media in Advertising
19. What is Color Psychology?
20. What is the role and importance of an event organizer?
21. Discuss the structure and functioning of an film production team

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