

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – November 2009

VC 3503 - ADVERTISING BASICS

Date & Time: 04/11/2009 / 9:00 - 12:00 Dept. No.

Max. : 100 Marks

PART – A

Briefly answers **ALL** the following questions.

(10 X 2 = 20 marks)

01. Define Advertising.
02. Explain USP.
03. What is Thumbnail?
04. What do you mean by Mondrain?
05. Explain FMCG with an example.
06. What is word of mouth communication in advertising?
07. What is hard sell?.
08. What is Creative boutique?
09. In advertising terminology, what is known as positioning?
10. Briefly explain about story board with an example?

PART – B

Answer **ANY FIVE** of the following in about 150 words each.

(5 X 8 = 40 marks)

11. What are the functions of Advertising?
12. "Creativity is a process"- Discuss.
13. Explain Why market research is more important for an effective advertising.
14. Distinguish the essence of public relation and advertising.
15. Culture means a lot for advertising. Comment.
16. What are the advantages of direct marketing?
17. Explain the different types/formats of television commercials.

PART – C

Write essay on **ANY TWO** of the following in about 400 words each. **(2 X 20 = 40 marks)**

18. Discuss in detail the types, advantages, limitations and the future of newspaper advertisements.
19. "Copywriters are responsible for every word which appears in a print advertisement". Do you agree with this statement? Discuss.
20. Is consumer segmentation important? Discuss in detail how the advertiser segment the market.
21. Critically analyze the various processes which make an ad campaign very effective.

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