



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMM.

THIRD SEMESTER – NOVEMBER 2011

VC 3507/VC 3503 - ADVERTISING BASICS

Date : 01-11-2011
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART – A

BRIEFLY ANSWER ALL THE FOLLOWING QUESTIONS

(10 X 2 = 20 MARKS)

1. What is advertising?
2. Media planning.
3. Target audience.
4. Marketing Mix.
5. Copy writer.
6. Appeal.
7. Transit advertising.
8. Web advertising.
9. Advertising campaign.
10. In house advertising.

PART – B

ANSWER ANY FIVE OF THE FOLLOWING IN ABOUT 150 WORDS EACH

(5 X 8 = 40 MARKS)

11. Explain the organizational structure of an advertising agency.
12. Discuss target segmentation in detail
13. Briefly discuss the elements involved in a print advertisement.
14. What is outdoor advertising? Explain the various types with the help of examples.
15. What is social advertising? Explain with any recent example of your choice.
16. Discuss how political advertising was used in the recent Tamil Nadu State Election.
17. 'Research plays a major role in advertising'-Discuss.

PART – C

ANSWER ANY TWO OF THE FOLLOWING IN ABOUT 400 WORDS

(2 X 20 = 40 MARKS)

18. Explain the various types of advertising.
19. What are the creative techniques involved in Television advertising.
20. What is advertising strategy? Explain in detail the steps involved in it.
21. Create a complete advertising campaign for 'Anti-Corruption movement in India'. Also Justify the media choice made for the campaign.

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