



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

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

**FIRST SEMESTER – NOVEMBER 2013**

**VC 1817 - CONTEMPORARY ADVERTISING**

Date : 11/11/2013  
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

**PART A**

**Answer ALL the questions in about 50 words each**

**10 x 2 =20**

1. Social Media Advertising
2. AIDA
3. POV
4. POP
5. Guerrilla Marketing
6. Media Vehicle
7. David Ogilvy
8. Organizational Audience
9. Aerial Advertising
10. Sweep stakes

**PART B**

**Answer any FIVE questions in about 200 words each**

**5 x 8 =40**

11. Write about emotional advertising appeals.
12. Explain International Advertising with examples.
13. 'Lateral thinking is essential for effective advertising' - Discuss.
14. Write about advertising for social issues.
15. Give a detailed account on Internet Advertising.
16. Explain the importance of media planning.
17. Write about the sales promotion techniques.
18. Discuss the ethical aspects of advertising.

**PART C**

**Answer any TWO questions in about 400 words each**

**2 x 20 =40**

19. Elaborate on the various departments and their functions of an advertising agency
20. Write about different types of advertisements in detail.
21. Explain the strategies involved in executing an advertising campaign.
22. Discuss the importance of audience segmentation.

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