



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMM.

THIRD SEMESTER – NOVEMBER 2013

VC 3507/VC 3503 – ADVERTISING BASICS

Date : 06/11/2013
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART-A

Answer ALL the following questions:

(10 x 2 = 20 marks)

1. Brand Identity
2. Ethical Lapse
3. Full service agency
4. Psychography
5. Behavioral segmentation
6. Marketing Mix
7. Online Advertising
8. Transit advertising
9. BCC
10. PSA

PART – B

Answer any FIVE of the following in about 150 words each:

(5x8=40)

11. Discuss the role and functions of advertising in society.
12. Explain the importance of audience segmentation.
13. Explain the characteristics of web advertising.
14. Explain the factors that affect consumer buying behavior.
15. Describe the methods for effective copywriting.
16. Discuss the role of research in Advertising.
17. What is Media Planning? Explain in detail the various steps involved in it.

PART - C

Answer any TWO of the following in about 400 words each:

(2x20=40)

18. Elaborate on layout types in print advertisements.
19. Write about different advertising appeals and their uses with examples.
20. Explain the steps involved in the production of a television commercial.
21. Create an Ad campaign for creating awareness on “Save water”. Justify the media selection to reach the audience effectively.

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