



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

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

**FIRST SEMESTER – NOVEMBER 2014**

**VC 1817 - CONTEMPORARY ADVERTISING**

Date : 06/11/2014  
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

**PART A**

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

**10 x 2 =20**

1. Reach
2. Advertorial
3. Circulation
4. Direct mail advertising
5. *Sponsorship*
6. B2B
7. Banner
8. Guerrilla marketing
9. Appeal
10. Campaign

**PART B**

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

**5 x 8 =40**

11. Importance of Web Advertising in this era of social networking?
12. Difference between Advertising and Publicity
13. Describe the aspect influencing the setting of advertising Budgets
14. What are the characteristic to be considered before making decisions on Media Mix
15. How are advertisements Classified on the basis of audience
16. What are the service rendered by an ad agency
17. *Advertisement touches someone in one way or another.* Elucidate
18. Elucidate the various constrains in international advertising

**PART C**

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

**2 x 20 =40**

19. What are the main tools of Integrated Marketing Communication?
20. Explain the codes of ASCI.
21. What is Media Planning? Explain the process involved in Media Planning
22. What are the different elements of an advertisement copy? Discuss the role of creativity in copy-writing.

\*\*\*\*\*