



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2015

VC 1817 - CONTEMPORARY ADVERTISING

Date : 07/11/2015
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

PART A

I. Answer ALL the questions in about 50 words each

10 x 2 =20

1. Primary Demand Advertising
2. CAR
3. Psychographics
4. International Advertising
5. Divergent thinking
6. Media Vehicle
7. David Ogilvy
8. Pop-up Ads
9. Sweepstakes
10. ASCI

PART B

II. Answer any FIVE questions in about 200 words each

5 x 8 =40

11. Explain the importance of audience analysis in detail
12. Write a brief note on Intercultural advertising with examples.
13. Explain 'Maslow Hierarchy of Needs' in advertising context
14. Write about any four legal acts related to advertising
15. Explain the strategies involved in media planning.
16. Give a detailed account on Social Media Marketing.
17. List out any four sales promotion techniques.
18. Illustrate one Print Advertisement and explain the elements

PART C

III. Answer any TWO questions in about 500 words each

2 x 20 =40

19. Explain the structure and functioning of an advertising agency in detail
20. Write about advertising for social issues. Give examples
21. Explain the steps involved in Television AD Production.
22. Explain the different steps involved in executing an advertising campaign.
