

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – NOVEMBER 2016

VC 3507/VC 3503 – ADVERTISING BASICS

Date: 08-11-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART – A

Briefly answers **ALL** the following questions in 50 words each.

(10 X 2 = 20 Marks)

01. Creativity
02. Sales Territory
03. Brand Equity
04. Political Advertising
05. Consumer Behavior
06. Publicity
07. Marketing Television
08. Positioning
09. Psychographics
10. Advertising

PART – B

Answer **ANY FIVE** of the following in about 200 words each.

(5 X 8 = 40 Marks)

11. What are the objectives of advertising?
12. The success of an advertising campaign depends on proper selection of media. – Discuss.
13. Briefly explain the various forms of display advertising.
14. Distinguish the essence of public relation and advertising.
15. Explain the advantages and disadvantages of online advertising?
16. Write a short note on ethical issues of advertising.
17. Compare and contrast advertising through traditional media and digital media.
18. Professor Jef Richards says “Creative without strategy is called art. Creative with strategy is called advertising”. Do you agree? Argue with examples.

PART – C

Write essay on **ANY TWO** of the following in about 500 words each.

(2 X 20 = 40 Marks)

19. Illustrate and explain in detail the structure, functions and departments of centralized and decentralized advertising agency.
20. Discuss the different types of headlines, body copy and slogans created by copywriters for print advertisement.
21. Explain in detail about the creative process of advertising.
22. Discuss the legal aspects of advertising.

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