



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

THIRD SEMESTER – NOVEMBER 2017

16PVC3MC01 – CONTEMPORARY ADVERTISING

Date: 01/11/2017

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART - A

Answer ALL questions in about 50 WORDS each:

(10x2=20)

1. USP
2. Brand Positioning
3. DOOH
4. B2B and B2C
5. Market Study
6. CPC
7. Psychographics
8. Frequency
9. Advertorial
10. Guerilla Advertising

PART – B

Answer any FIVE questions in about 200 WORDS each:

(5x8=40)

11. Write short notes on the importance of User Experience.
12. What is Sequential Advertising, what has it replaced?
13. Explain Geo Fencing and Geo Conquesting strategies used by Advertisers.
14. How are Biometrics used by Marketers to analyze Audiences?
15. What is Facebook's Strategy to enable Advertisers to reach their Audiences in new ways each time?
16. What did you learn from your experience of conducting a campaign and a media event?
17. How have Digital Marketing and PR disrupted the field of Advertising?

PART – C

Answer any TWO questions in about 400 WORDS each:

(2x20=40)

18. Why has the 4E Model replaced the 4Ps Model of Marketing? Illustrate.
20. Identify the market study and research that are used to strategize OOH campaigns.
21. Explain the current scene of Advertising, where Technology and Small Profits are determining strategies.
22. How are Advertisers using Augmented and Virtual Reality to create innovative campaigns?

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