LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

THIRD SEMESTER – **NOVEMBER 2018**

16/17PVC3MC01/VC1817 – CONTEMPORARY ADVERTISING

Date: 29-10-2018   Dept. No.   Max. : 100 Marks
Time: 09:00-12:00

PART - A

Answer ALL questions in about 50 WORDS each: (10x2=20)

1. Comparative Advertising

2. Client Brief

3. Two examples of AR & VR ad campaigns

4. Geo-fencing & Geo-conquesting

5. List the 4Es of Marketing

6. Give two examples of Influencers

7. Write your Personal Brand Positioning Statement

8. Brand Equity

9. Idea Virus

10. Expand HPCL and IPCL

PART - B

Answer any FIVE questions in about 250 WORDS each: (5x8=40)

11. What are the four key insights that Al and Laura Ries share in their book on the fall of advertising?

12. How did HBO create a unique branding strategy for its famous series?

13. Distinguish between Multiple Execution and Sequential Advertising strategies.

14. Use Michael Haupt's Pendulum Model to explain the key trends in advertising.

15. What is the Brand Key model. Apply it to a a specific brand.

16. Name any four world famous copywriters and their take on advertising.

17. How does HDFC use new age technology to lure in customers?

PART - C

Answer any TWO questions in about 600 WORDS each: (2x20=40)

18. What does advertising legend Ram Sehgal say about the changing face of Indian advertising?

19. What insights did you glean from conducting a PR campaign on health?

20. What are the 8 factors that affect the vitality of an Idea Virus. Give examples.

21. What is the CBBE Model, how can it be applied step-by-step to a brand?

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