

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



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

**THIRD SEMESTER – NOVEMBER 2019**

**17/18PVC3MC01 – CONTEMPORARY ADVERTISING**

Date: 29-10-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**PART – A**

Answer **ALL** the following questions in about 50 words each.

**(10 X 2 = 20)**

1. Classified advertisement
2. In-house agencies
3. Target audience
4. Art Director
5. Visualization
6. Copywriter
7. Guerilla marketing
8. Media selection
9. Promo
10. Surrogate advertising

**PART – B**

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

**(5 X 8 = 40)**

11. Write about the origin and development of advertising.
12. What are the advantages of using an advertising agency?
13. Explain the three stages of copy creation.
14. List out the guidelines to be followed for creating a good radio advertisement.
15. Discuss the challenges faced by the global marketers in reaching the local consumer.
16. Explain the various methods of sales promotion using appropriate examples.
17. Discuss how the social issues are used in advertisements to promote a product.

**PART – C**

Answer **ANY TWO** of the following in about 400 words each.

**(2 X 20 = 40)**

18. What are the various techniques used in television advertisements to persuade the consumers?
19. Explain the different types of advertisements with suitable examples.
20. Write in detail about the three phases of an advertising campaign creation.
21. Discuss the recent trends in online marketing with examples.

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