

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION MAY 2018
(Second Semester)

Branch - VISUAL COMMUNICATION (ELECTRONIC MEDIA)

ADVERTISING

Time : Three Hours

Maximum : 75 Marks

SECTION-A go Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10x2 = 20)

- 1 Persuasion.
- 2 ■ Promotion.
- 3 O & M.
- 4 Creative team.
- 5 Brand equity.
- 6 Brand personality.
- 7 Slogan.
- 8 Thumbnail sketch.
- 9 Pop-up Ads.
- 10 Transit advertising.

SECTION - B (25 Marks)

Answer ALL Questions

ALL Questions Cam' EQUAL Marks (5 x 5 = 25)

- 11 a Explain the role of advertising with examples.
OR
b Give a detailed report on the nature and scope of advertising.
- 12 a Explain the ethical issues of advertising agencies in India.
OR
b List out the leading advertising agencies in India.
- 13 a Discuss about the brand position with examples.
OR
b Discuss about the brand awareness with examples.
- 14 a Discuss the role of creativity in advertising with examples.
OR
b Discuss copywriting and its role in advertising.
- 15 a List out the advantages and disadvantages of outdoor advertising.
OR
b List out the advantages and disadvantages of newspaper advertising.

SECTION - C (30 Marks!)

Answer any THREE Questions

ALL Questions Cam EQUAL Marks (3 x 10 = 30)

- 16 Explain different types of advertising with examples.
- 17 List out the structure of advertising agency in detail.
- 18 Discuss the characteristics and functions of unique selling proposition.
- 19 Discuss the role of creativity in advertising with examples.
- 20 Write a detailed note on various types of online advertising.

Z-Z-Z

END