

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

**Branch - VISUAL COMMUNICATION (ELECTRONIC MEDIA)**

**ADVERTISING**

Time : Three Hours

Maximum : 75 Marks

**SECTION-A (20 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** marks (10 x 2 = 20)

- 1 Advertising.
- 2 Consumers.
- 3 Target audience.
- 4 Branding.
- 5 Media planning. •
- 6 Advertising research.
- 7 Advertising agency.
- 8 > TRP.
- 9 Hoarding.
- 10 DAVP.

**SECTION - B (25 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks (5x 5 =25)

11a List out the various types of advertisement and explain.

OR

b Describe the advantages of advertising.

12 a Explain the needs of Advertisement.

OR

b Describe the importance of Branding.

13 a Explain the process of implementing media plans.

OR

b Describe the process of media planning.

14 a Explain the role of advertising agencies.

OR

b Describe the functions of Advertising.

15 a Explain the ethical issues of advertising.

OR

b Explain the relationship between advertisement and society.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

**ALL** Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Explain the various roles and elements of advertising.
- 17 Explain advertising strategy and advertising campaign.
- 18 Explain the media selection, media budget and the process of developing media objectives.
- 19 Discuss the structure and functions of ad agency.
- 20 Explain the production techniques of advertisement for Television.