

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2022
(Second Semester)

Branch – VISUAL COMMUNICATION (ELECTRONIC MEDIA)

ADVERTISING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Find the person who purchases the product for his/her own need and uses
(i) Customer (ii) Consumer
(iii) Buyer (iv) Seller
- 2 Identify the specific group of consumers for a product being advertised.
(i) Target audience (ii) Public audience
(iii) Active audience (iv) Passive audience
- 3 What are the factors that determine the selection of media for advertising?
(i) Budget (ii) Target audience
(iii) Media reach (iv) All
- 4 Which of the following is the act of writing text for advertising?
(i) Copywriting (ii) Script writing
(iii) Screenplay writing (iv) Shooting script
- 5 Which of the following ensures the truthfulness and honesty in advertising?
(i) DVAP (ii) AAAA
(iii) In-house agency (iv) ASCI

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Describe retail advertising.
OR
b Explain the characteristics of advertising.
- 7 a Explain the importance of emotional appeal.
OR
b Bring out the differences between hard and soft selling.
- 8 a Describe the need for pre-testing in advertising.
OR
b Analyze the importance of media planning.

Cont...

- 9 a How should the relationship be between the ad agency and its client?
OR
b Describe the need of ad agency.
- 10 a Explain Copywriting in advertising.
OR
b Explain the importance of jingle in advertising.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Examine the advantages and disadvantages of advertising.
OR
b Differentiate between classified advertising and display advertising.
- 12 a Elucidate the importance of branding.
OR
b Discuss the stages of an advertisement campaign.
- 13 a Discuss the various methods of preparing advertising budget.
OR
b Explain the process of selecting suitable media for advertising.
- 14 a Classify the types of advertisement agencies.
OR
b Classify the types of advertisement copy.
- 15 a Design a print advertisement of your choice and explain its various elements.
OR
b Discuss the various elements of television advertising.

Z-Z-Z

END