

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION DECEMBER 2019
(Second Semester)

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

ADVERTISING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry EQUAL marks (10x1=10)

- 1 Advertisement is a form of _____ communication.
(i) group (ii) persuasive
(iii) personal (iv) intra personal
- 2 AIDA stands for _____.
(i) Attention, Interest, Desire and Action
(ii) Attraction, Interest, Demand and Attention
(iii) Action, Interest, Demand and Attention
(iv) Anxiety, Interest, Desire ad Action
- 3 What is a term used in advertising to measure the size of an audience reached by a specific media vehicle or schedule?
(i) TRP (ii) ASCI
(iii) GRP (iv) AAAA
- 4 Demographics is the descriptive classifications of consumers, such as _____.
(i) Age (ii) Sex
(iii) Income (iv) All the above
- 5 What is Pre-testing otherwise known as _____ which is a specialized field of marketing research that determines an ad's effectiveness based on consumer responses, feedback and behaviour?
(i) Copy testing (ii) Ad tracking
(iii) Ad making (iv) Posttesting
- 6 A plan of action by an advertiser for bringing advertising messages to the attention of consumers through the use of appropriate media is labeled as _____.
(i) Media strategy (ii) Media Plan
(iii) Advertising strategy (iv) Advertising Plan
- 7 Identify the company that provides services such as planning, creating, buying and tracking advertisements.
(i) Ad agency (ii) Ad network
(iii) Advertiser (iv) Ad Exchange
- 8 What is identified as the arrangement of the various elements of advertising such as illustration, text matter, product and name of the company?
(i) Logo (ii) headline
(iii) closing (iv) layout
- 9 PSA's is also known as _____ advertisement.
(i) Social awareness (ii) Retentive
(iii) Pioneering (iv) Professional
- 10 ' Identify the term for a short song, usually mentioning a brand or product benefit, used in a Radio commercial.
(i) Theme song (ii) Slogan

SECTION - B (25 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 5 = 25)

11 a Define Advertising and discuss the advantages and disadvantages of advertising.

OR

b Compare and contrast advertising and marketing mix.

12 a Explain advertising strategy and express the purpose of it.

OR

b Describe the different types of appeals used in advertising.

13 a Write short notes on developing media objectives.

OR

b Write short notes on Media Planning Strategy.

14 a Discuss the types of agencies and describe on what basis you would select an agency.

OR

b Narrate the role of copy writer and visualiser in an ad agency?

15 a Bring out the difference between public service announcement from other advertisements with an examples.

OR

b Analyse an advertisement of your choice for the portrayal of women.

SECTION -C (40 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 8 = 40)

16 a Discuss the types of advertising with examples.

OR

b Analyse the role of advertising in Global marketing. What are the advantages and disadvantages in it?

17 a Discuss in depth the steps involved in execution of an ad campaign.

OR

b Elaborate on Brand building process.

18 a Media planning is an essential criterion for a successful campaign - justify.

OR

b Explain the role of research in testing the advertising effectiveness.

19 a Describe the structure and functioning of an advertising agency.

OR

b Discuss on the elements of a print advertisement.

20 a Critically analyse an advertisement for its ethical issue in Television.

OR

b Prepare a script for a PSA and design a story board for it.