

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

B.Voc DEGREE EXAMINATION MAY 2018
(Fourth Semester)

Branch - FOOD PROCESSING TECHNOLOGY

VISUAL MERCHANDISING & SOCIAL MEDIA

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 2 = 20)

- 1 What is media planning?
- 2 Write the types of advertising.
- 3 What is readability?
- 4 What is print media?
- 5 What is photography?
- 6 Explain lighting.
- 7 Explain face book.
- 8 What is web designing?
- 9 Define branding.
- 10 Explain competition analysis.

SECTION - B (25 Marks)

Answer ALL Questions

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

- 11 a Write a short note on visual merchandising.
OR
b Write the concepts and principles of advertising.
- 12 a Explain writing for print media.
OR
b How business writing supports business communication?
- 13 a Write the different types of shots.
OR
b Explain product photography with good lighting techniques.
- 14 a How social media used in promoting a product?
OR
b Write the applications of graphics and animation in social media.
- 15 a How branding, brand buildings helps marketing a product?
OR
b Writing the marketing strategies used in marketing food products.

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 How media planning is done in the advertising business?
- 17 How creative writing supports effective media programmes?
- 18 Write the applications of photo editing software with the tools used in editing.
- 19 How blogs can be used for writing in social media?
- 20 Explain brand positioning in marketing.