

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

B.Voc DEGREE EXAMINATION MAY 2017
(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 (10x2 = 20)

- 1 What are the types of advertising?
- 2 Who are target audience?
- 3 Define readability.
- 4 Define the term 'Business writing*.
- 5 Define action shot.
- 6 Define wide angle lens.
- 7 What is a blog? ' -
- 8 Write about social media.
- 9 What is brand image? # ^
- 10 Define brand equity.

SECTION - B (25 Marks!)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5x5 = 25)

- 11 a What are the functions of advertising? * .
OR
b Explain the structure of advertising.
- 12 a What is the format for writing in Radio?
OR
b What is creative writing? Explain.
- 13 a Explain 'three point lighting*.
OR
b ■ Write a note on product photography.
- 14 a JWrite a note on search engine optimization.
OR
b Write the uses of graphics and animation in advertising. •
- 15 a What are the 4 P's of marketing? Explain.
OR
b Explain positioning in detail.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Write a note on visual merchandising.
- 17 What is creative writing? Explain.
- 18 What are the different types of lenses? Explain.
- 19 Write a note on social media marketing.
- 20 , A good brand image will create brand loyal customers. Justify.