

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2017
(Second Semester)

Branch- VISUAL COMMUNICATION (ELECTRONIC MEDIA)

ADVERTISING

Time : Three Hours

Maximum : 75 Marks

SECTION S (20 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10x2 = 20)

- 1 Advertising.
- 2 Consumer.
- 3 Target audience.
- 4 Appeal.
- 5 Sponsor.
- 6 Media planning.
- 7 Ad^copy.
- 8 Story board.
- 9 Jingles*
- 10 Niche market.

SECTION - B (25 Marks)

Answer ALL Questions

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

- 11 a What are the disadvantages of advertising?
OR •
b Analyze the factors that influence buyer's decision making.
- 12 a What is positioning? Explain.
OR
b What is TRP? How it is calculated?
- 13 a Discuss the need and importance of media planning.
OR
b What is advertising research? Explain its importance.
- 14 a Describe various copy elements in print advertisement.
OR
b Explain the capabilities of full service advertising agency.
- 15 a What are the different types of headlines used in print advertisement?
OR
b Write the roles of ASCI in maintaining ethics in advertising.

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 What are the various methods of outdoor advertising?
- 17 Discuss about the planning for advertising campaign.
- 18 Explain the methods of preparing budget for advertising.
- 19 Draw a storyboard to create a 10 seconds TV advertisement for a product of your choice.
- 20 Briefly explain the role of advertisement on society.