

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2023  
(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 Name the advertising that describes a company.  
(i) National advertising (ii) Display advertising  
(iii) Classified advertising (iv) Corporate advertising
- 2 Which term refers to the place that a brand occupies in the customers mind?  
(i) Positioning (ii) Target audience  
(iii) Branding (iv) USP
- 3 Which of the following is done before start of advertising campaign?  
(i) Ad testing (ii) Pre-testing  
(iii) Post testing (iv) Media testing
- 4 Identify the agency which focuses on the advertisement of their own product.  
(i) Independent (ii) Full service  
(iii) In-house (iv) All the above
- 5 Name the advertising which misleads the audience.  
(i) Deceptive advertising (ii) Local advertising  
(iii) Niche marketing (iv) Target marketing

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Explain classified advertising.  
OR  
b Describe the scope of advertising.
- 7 a State the importance of using rational appeal in the advertisement.  
OR  
b Outline the need of brand building.
- 8 a State the characteristics of media.  
OR  
b Classify the methods of post-testing.
- 9 a State the advantages of ad agency.  
OR  
b State the advantages of mobile advertising.
- 10 a Explain surrogate advertising.  
OR  
b Describe the role of ASCI.

Cont...

**SECTION -C (30 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** Marks

(5 x 6 = 30)

- 11 a Discuss AIDA model of communication.  
OR  
b Examine the various elements of print advertising.
- 12 a Identify how consumer make decision to purchase a product.  
OR  
b Classify the various ad copy for print.
- 13 a Examine the methods of preparing advertising budget.  
OR  
b Discuss media planning and its benefits in detail.
- 14 a Discuss in detail the role of full service ad agency.  
OR  
b Elucidate the advantages and disadvantages of social media advertising.
- 15 a Point out the ethics should be followed in advertising.  
OR  
b Examine the future of advertising.

Z-Z-Z

END