

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2022
(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. Which of these is not a characteristic of an advertisement?
 - (i) To inspire a customer
 - (ii) To arouse a desire
 - (iii) To discourage the buyer
 - (iv) To convince the buyer.
2. The narrowly defined consumer group seeking the mix of benefits in a segment is classified as -----
 - (i) Niche
 - (ii) Individuals
 - (iii) Custom group
 - (iv) Mass audience
3. What is the purpose of Pre-testing?
 - (i) To increase budget
 - (ii) To approve the ad as it is
 - (iii) To find the impact of an ad
 - (iv) To make communication more effective
4. In the advertising agency selection process, the agency should possess following qualification
 - (i) The suitability, agency infrastructure, imaginativeness
 - (ii) Product Conflict
 - (iii) Good client turnover
 - (iv) Weak financial position of an agency.
5. The advertisement should not promote any hazardous or harmful things or chemicals comes under _____.
 - (i) AAAI Code
 - (ii) International Code
 - (iii) Company Code
 - (iv) ASCI Code

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a. Define advertising and explain its advantages and disadvantages.
OR
b. Discuss in detail about the importance of tone and content in advertising.
- 7 a. What is branding and explain its role in promoting a product?
OR
b. Illustrate the concepts of brand management with examples.
- 8 a. Discuss in detail about media planning and its types with examples.
OR

Cont...

- b. What is media selection? Explain the factors influencing in selection of media for advertising.
- 9 a. Write in detail about: copy and art department in ad agency.
OR
b. Write in detail about: Production and finance department in ad agency.
- 10 a. List out the advantages in-Cinema advertising with examples.
OR
b. Compare newspaper advertising with television advertising.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a. Discuss in detail about various types of advertising with examples.
OR
b. Elucidate the role of consumers and manufacturers in advertising.
- 12 a. Discuss in detail about advertising campaign and its structure.
OR
b. Outline the concept of appeals and its types in advertising with examples.
- 13 a. Highlight the importance of pre-testing in advertising.
OR
b. Explain in detail about the need of research in advertising with example.
- 14 a. Discuss in detail about structure and functions of an advertising agency.
OR
b. Explain in detail about the role of an accounts executive in an ad agency.
- 15 a. Explain in detail about the ethical issues in advertising.
OR
b. Discuss in detail about the influence of advertisements on children.

Z-Z-Z END