

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)  
BVoc DEGREE EXAMINATION DECEMBER 2019  
(Fourth Semester)

Branch - FOOD PROCESSING TECHNOLOGY  
VISUAL MERCHANDISING AND 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 online advertisement?
- 2 Who is called target audience?
- 3 What is readability?
- 4 What is business writing?
- 5 Write the needs of photo editing software.
- 6 What is perspective?
- 7 What is called as Animation?
- 8 What is Blogs?
- 9 What is competition analysis?
- 10 What is branding?

**SECTION - B (25 Marks)**

Answer ALL Questions

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

- 11 a Explain the principles of Advertising.  
OR  
b Explain the process of Media Planning.
- 12 a Explain about the writings for Print Media.  
OR  
b Describe the needs & importance of Creative writing.
- 13 a List out the uses of Photo editing software .  
OR  
b Explain about the action photography.
- 14 a List out the uses of Graphics & Animation in the Ad industry.  
OR  
b Explain the process of Web designing.
- 15 a Explain the various process of Brand building.  
OR  
b Describe the needs of competition analysis.

**SECTION - C (30 Marks)**

Answer any THREE Questions

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

- 16 . Explain the relationship between Advertisement and Consumer behaviour.
- 17 Explain the writing techniques used in the field of Television.
- 18 List out the various types of shots and explain it with Drawings.
- 19 Write about the promotional videos creation for promoting products through social media.
- 20 Discuss needs and importance of marketing strategy & branding.