

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BSc DEGREE EXAMINATION MAY 2019
(Second Semester)**

Branch - **VISUAL COMMUNICATION (ELECTRONIC MEDIA)**

ADVERTISING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 1 = 10)

- 1 In advertising "Target plan" means, choosing audiences
 - (i) Identifying niche user
 - (ii) Based on economic status
 - (iii) Age specific product plan
 - (iv) All the above
- 2 Identify the wrong one - "Advertising" means
 - (i) To promote sales
 - (ii) To promote a service
 - (iii) To inform consumer
 - (iv) To satisfy legal requirement
- 3 "Brand building" - can be done in a time period of
 - (i) Short duration
 - (ii) Long duration
 - (iii) Product launch
 - (iv) End of a product's life
- 4 "Buyer" specifically means
 - (i) Free user of a product
 - (ii) One, who needs a product
 - (iii) One who buy a product by paying
 - (iv) One, who if forced to pay
- 5 "Media planning" happens during
 - (i) Initial product launch
 - (ii) Only after product is manufactured
 - (iii) During advertising planning
 - (iv) During initial market research
- 6 Media - budget covers
 - (i) Only audio - video production
 - (ii) From conceptualization to broadcast of advertising
 - (iii) Even after product launch
 - (iv) All the above
- 7 Identify non-advertising agency
 - (i) Warner - brothers
 - (ii) Olilvy and Mathers
 - (iii) Lintas
 - (iv) Mudra
- 8 Visualizing involves
 - (i) How would the video be at the end stage
 - (ii) Putting audio and video together
 - (iii) Changing script to images
 - (iv) None of the above
- 9 "Consumers" - can include
 - (i) One who consumes a product or service
 - (ii) One who buy a product
 - (iii) One who uses a free service
 - (iv) All the above
- 10 Identify the "un-ethical" element in advertising
 - (i) Giving only the right usage of product
 - (ii) Claiming the output of a product usage
 - (iii) Promising one product for all consumer needs
 - (iv) Informing about side effects of a product use

Cont...

SECTION - B (25 Marks)Answer **ALL** Questions**ALL** Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Classify advertisement with different aspects.
OR
b Analyze the benefits of advertisements.
- 12 a Summarize the process of advertising campaign.
OR
b Enumerate the impacts of branding.
- 13 a Describe about pre-testing during media planning.
OR
b Organize and outline the various segments of implementing media plans.
- 14 a Explain the functions of advertising.
OR
b Describe the working nature of advertising agencies.
- 15 a Explain the ethical issues in advertising.
OR
b Compare the impacts of radio and television advertisements.

SECTION -C (40 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 x 8 = 40)

- 16 a Highlight the various roles of advertisement.
OR
b Discuss advantages and handicaps and mention any four points for each, in on-line advertising context.
- 17 a Discuss the structure of ad campaign.
OR
b Highlight eight major roles involved in client relationship in an advertising agency.
- 18 a Summarize the media planning and the developing media objectives.
OR
b Summarise, the advantages of advertising research, done in interactive on-line media.
- 19 a Distinguish the various departments of ad agency and explain its functions.
OR
b Compare emphasis on visualizing for digital media, and writing on conventional media.
- 20 a Enumerate the production techniques of radio commercial.
OR
b Justify with any major eight points on self-censorship of advertising on Indian industry.