

MODEL QUESTION PAPER

Branch - VISUAL COMMUNICATION (electronic media)

ADVERTISING [18VCU05A]

Marks: 75

Duration: 225 mins.

SECTION - A

Answer all the questions.

- 1) A short phrase used in advertising
(i) Word (ii) Jingle (1)
(iii) Ad campaign (iv) Slogan
- 2) ----- is a small, temporary, stand alone booth used for marketing purpose
(i) Kiosk (ii) Banner (1)
(iii) Display board (iv) Electronic board
- 3) ----- is a tool provided to judge which programmes are viewed the most
(i) ASCI (ii) AAAI (1)
(iii) TRP (iv) ABC
- 4) It is a set of advertisements that revolve around a single message
(i) TV set (ii) Radio ad (1)
(iii) Internet ad (iv) Ad campaign
- 5) Advertising is going to be deployed around a wider target audience is called
(i) Above the line (ii) Below the line (1)
(iii) Top of the line (iv) Bottom of the line
- 6) The plural form of medium is
(i) Mediums (ii) Media (1)
(iii) Multimedia (iv) Virtual media
- 7) All the elements of an advertisement message is called
(i) Copy (ii) Message (1)
(iii) Information (iv) Heading
- 8) A person in the advertising industry who produces artwork for presentations
(i) Explainer (ii) Display (1)
(iii) Visualizer (iv) Art
- 9) Terms and Condition is shortly referred as
(i) T &C (ii) TC (1)
(iii) CT (iv) C &T

- 10) ----- is designed to educate the audience about a particular topic
(i) USA (ii) PSA
(iii) ASA (iv) PPA (1)

SECTION - B

Answer all the questions.

- 11) Write the disadvantages of advertising. (5)
- a)
[OR] How typography is important for a print advertisement? (5)
b)
- 12) Explain brand building. (5)
- a)
[OR] Describe the importance of logo. (5)
b)
- 13) Differentiate between pre-testing and post-testing. (5)
- a)
[OR] Why do people advertise? (5)
b)
- 14) Analyse the significance of advertising agency. (5)
- a)
[OR] Explain hard and soft selling with examples. (5)
b)
- 15) Examine the unethical advertisements in media. (5)
- a)
[OR] Explain the role played by ASCI in maintaining advertising ethics. (5)
b)

SECTION - C

Answer all the questions.

- 16) Explain the various elements of television advertisement. (8)
- a)
[OR] Discuss the various methods of outdoor advertising. (8)
b)
- 17) Discuss the various steps involved in advertising campaign. (8)

- a)
[OR] Register your comments on any television advertisement which you had seen recently. (8)
b)
- 18) Explain the various methods of budgeting for advertising. (8)
- a)
[OR] Analyse the challenges faced by the media planners. (8)
b)
- 19) Create a storyboard for a 30 seconds television advertisement of your choice. (8)
- a)
[OR] Describe the working structure of a medium sized advertising agency. (8)
b)
- 20) Explain the steps in the production of a television commercial. (8)
- a)
[OR] Describe the various types of copy used in advertisement. (8)
b)

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