

F-1743

Sub. Code

7BVCA1

U.G. DEGREE EXAMINATION, APRIL 2019

Visual Communication

Allied – ADVERTISING BASICS AND CREATIVITY

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define copy.
2. What is storyboard?
3. Define logo.
4. What is meant by product?
5. Define commercial.
6. Define campaign.
7. What is ideation?
8. Define communication.
9. What is slogan?
10. Define layout.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) What is the nature of advertising? Explain.

Or

- (b) Explain the importance of visualization in Advertising.

12. (a) Explain the types of headlines.

Or

- (b) Advertising increases the cost of production .Do you agree?

13. (a) What are the elements involved in preparing an advertisement copy?

Or

- (b) Explain the planning an advertising campaign.

14. (a) What are the advantages of large size advertisement?

Or

- (b) Why is it important to segment the geographic area to sell the product?

15. (a) What are the legal issues involved in advertising?

Or

- (b) Explain the positive social effects of advertisements.

Part C $(3 \times 10 = 30)$

Answer any **three** questions.

16. Trace the origin of advertising.
 17. “White space is no your enemy while creating an AD” – Discuss.
 18. Analyze the impact of food advertisements among school children.
 19. Prepare a story board for PSA on the topic of Domestic Violence.
 20. Explain the structure of advertising agency.
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