

F-2758**Sub. Code****7BVCA1****U.G. DEGREE EXAMINATION, NOVEMBER 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 advertising.
2. What is slogan?
3. Define marketing.
4. What is headline?
5. What is visualization?
6. What is meant by brand casting?
7. Expand PSA.
8. Define Target Audience.
9. What is an advertising agency?
10. Define layout.

Part B

(5 × 5 = 25)

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

11. (a) Explain the scope of advertising in the present day context.

Or

- (b) Describe the economic functions of advertisements.

12. (a) Explain the steps involved in preparing a layout for advertising.

Or

- (b) Describe the various types of copy writing.

13. (a) State the importance of theme in advertising.

Or

- (b) List out the steps involved in organizing the campaign successfully.

14. (a) Explain features of an effective advertisement copy.

Or

- (b) Why creativity is important in the field of advertising?

15. (a) What service does an advertising agency render to the client?

Or

- (b) Explain the significance of advertising agency.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the role of advertisements in society.
17. Discuss the positive and negative effects of advertisements.
18. Prepare a story board for 30 seconds jewelry shop advertisement which opened recently in your city.
19. What are the elements involved in advertisement copy writing? Explain.
20. Write a detailed note on the functions of advertising agency.