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Register Number:

Name of the Candidate:

B.Sc. DEGREE EXAMINATION December 2014

(VISUAL COMMUNICATION)

(SECOND YEAR)

(PART-III)

250. ELEMENTS OF VISUAL ADVERTISING

(Including DD)

Time: Three hours

Maximum: 100 marks

SECTION – A

(8×5=40)

Answer any EIGHT questions

1. Discuss the various techniques involved in development of advertising.
2. Explain the role of advertising in the market place.
3. With an illustrative example, explain the organizational structure of advertising agency.
4. Discuss the various elements which are helpful in making good presentations.
5. Write on Television advertising.
6. Discuss the impact of media in buying a product.
7. Explain the basic style used for advertising copy.
8. Write on color production of print advertisements.
9. What is co-operative advertising? Discuss.
10. Discuss the way the advertising campaigns are planned and executed.

SECTION – B

(3× 20=60)

Answer any THREE questions

11. Describe the economical and social role of advertisements.
12. Explain the various role of advertising agencies.
13. Describe the various factors that influence in choosing the media for advertising.
14. Explain the production stages of television and radio commercials.
15. With an illustrative example, explain how the product management is related with the evaluation of advertising campaign.
