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Register Number:

1316

Name of the Candidate:

**B.Sc. DEGREE EXAMINATION, 2010**

**(VISUAL COMMUNICATION)**

**(SECOND YEAR)**

**(PART-III: PAPER-X)**

**650. ELEMENTS OF VISUAL ADVERTISING**

**(New Regulation)**

**(Including Lateral Entry)**

May]

[Time : 3 Hours

Maximum : 100 Marks

**SECTION-A**

*Answer any EIGHT questions*

**(8×5=40)**

1. Give an account on advertisers.
2. Explain the role of advertising.
3. Explain corporate brand.
4. Make a note on branding
5. Explain advertising agency.
6. Make a note on an Ideal agency
7. Explain print manager
8. How to create mechanicals?
9. Explain the buying motives.
10. What is media budget?

**SECTION-B**

*Answer any THREE questions*

**(3×20=60)**

11. a) Explain advertising and advertisements.  
b) What are the keys to success?
  12. a) Explain media planning.  
b) Explain advertising budget
  13. a) Make a note on the structure of an advertisement.  
b) Explain the functions of an advertisement agency.
  14. a) Explain the concept of creating visuals?  
b) How to manage cost and quality in production?
  15. a) Explain decision process?  
b) Explain the hierarchy of objectives.
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