

Total No. of Pages:

Register Number:

5354

Name of the Candidate:

B.Sc. DEGREE EXAMINATION – 2011

(VISUAL COMMUNICATION)

(SECOND YEAR)

(PART-III: PAPER-X)

250. ELEMENTS OF VISUAL ADVERTISING

(Including Double Degree & Lateral Entry)

December)

Maximum: 100 Marks

(Time: 3 Hours

SECTION-A

Answer any EIGHT Questions
All questions carry equal marks

(8×5=40)

1. Discuss the role of advertising.
2. Write notes on advertising agencies.
3. What is client servicing?
4. Explain the organisational structure of advertising agency.
5. Explain the characteristics of advertising media.
6. Write the features of internet advertising.
7. Explain the production of TV/Radio commercials.
8. Explain the various copy testing criteria.
9. Explain the various distribution channels of advertising agencies.
- 1 Explain the planning and execution of campaign.
- 0.

SECTION-B

Answer any THREE Questions
All questions carry equal marks

(3×20=60)

- 1 Discuss the role of advertisement in marketing.
- 1.
- 1 Write a note on advertisement theory and practice.
- 2.
- 1 Explain the element of making good presentation.
- 3.

1 What is the role of TV and radio in advertising?

4.

1 Write on advertising design and stages of layout.

5.
