PG Even Semester Exam, 2024

Visual Arts

2nd Semester

COURSE NO. MVAA- 551

[Advertising and Communication Theory- II]

Full Marks : 70
Pass Marks : 28

Time : 3 hours

The figures in the margin indicate full marks for the questions

Answer five questions, taking one from each Unit

UNIT-I

1. What is advertising research? Write in brief about the important of advertising research. 4+10=14
2. Write a brief note on the impact of advertising on children. 14

UNIT-II

3. What is an advertising campaign? Explain the process of planning the advertising campaign. 4+10=14
4. Write in brief about the ethical aspects of advertising. 14

Turn over

UNIT-III

5. Write a brief note on integrated marketing communication (IMC). 14
6. Write in brief about the importance of truthfulness in advertising. 14

UNIT-IV

7. What is Communication? Give a brief note on the various process involve in communication. 4+10=14
8. Discuss about the changing role of women in Indian advertising. 14

UNIT-V

9. Give a brief account on the functions of Advertising Standards Council of India. 14
10. Write short notes (Any two) 7x2=14
    a. Surrogate Advertising
    b. Creative Concept research
    c. Sublimal Advertising
    d. Weasel claim

★★★

2024/SEM/EVEN/05/18/BVA-551/067

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