



Register Number:

Date: 21-11-2020

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
B.A. VISUAL COMMUNICATION - V SEMESTER
SEMESTER EXAMINATION: NOVEMBER 2020
VC5217-ADVERTISING

Time- 2 ½ hrs Max Marks-70

This paper contains TWO printed pages and TWO parts

- I. Answer any FOUR of the following in 250 words each: (4×10=40)**
1. Describe the structure of a typical full-service advertising agency.
 2. What is brand positioning? Drawing reference to any product or service of your choice, explain psychographic and demographic profiling.
 3. Explain the different types of advertising appeals in detail.
 4. Explain the structure of a print advertisement.
 5. What is visualization? Draw a rough layout for a Maggie Advertisement, using the principles of visualization.
- II. Answer any TWO of the following in 350 words each: (2×15=30)**
6. Explain the history of advertising.
 7. Write a television advertisement script for any product or service of your choice.
 8. Deconstruct the following print advertisement. Your answer must include your analysis of:
 - a) The overview
 - b) Your understanding of the advertiser's target audience and the message strategy
 - c) Headline, Sub-head, Tagline & Body Copy
 - d) Your rating of the advertisement and what improvements you would suggest

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