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Registration Number:

Date & session:

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**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU -27**

**B A VISUAL COMMUNICATION – V SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**VC 5220: ADVERTISING**

**Time: 2 ½ Hours Max Marks: 70**

**This paper contains ONE printed page and TWO parts**

**PART- A**

**Answer any FIVE of the following in 200 words each. Give one suitable example to justify your answers (5x6=30)**

1. What are the elements of a communication process?
2. Define Demographics and Psychographics. Explain audience segmentation
3. Explain target audience
4. Discuss testimonial advertisement
5. Explain consumer segmentation
6. Propaganda­­­
7. Explain AIDA in detail stating why it is an important concept for advertising.
8. How are ‘taglines’ explained?

**PART B**

**Answer any FOUR of the following in 250-300 words each. (4X10=40)**

1. Using a suitable example discuss the connect between media and political PR
2. What are message strategies? Explain with an advertisement of your choice
3. What is your understanding of media imperialism? Discuss the importance of imperialistic values used in the advertisements which you are discussing as examples.
4. Describe the functions of an advertising agency
5. Discuss any two advertising campaigns either product or service based explaining the vision mission statements of the campaigns along with the time frame when these advertisements have been promoted in the media.

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