

APPLIED COMPONENT-ADVERTISING

Duration: 2 Hours

Max. Marks: 80

Instructions: 1. All questions are compulsory.

2. Figures to the right indicate maximum marks to the questions.

3. Answer sub-questions in Question no.1 & Question no. 2 in not more than 100 words each.

4. Answer Question no.3 to Question no. 6 in not more than 400 words each.

Q. 1 Answer any four of the following:

(4x4=16 Marks)

- a) Meaning of visualization.
- b) Uses of layouts.
- c) Functions of Slogan.
- d) Check list Method.
- e) In house Agencies.
- f) Need for post testing.

Q. 2. Answer any four of the following:

(4x4=16 Marks)

- a) Stages of visualization.
- b) Techniques of radio advertisement.
- c) Meaning of Logo.
- d) Services of Ad Agencies.
- e) Types of advertising agencies.
- f) Advertising Department.

Q. 3. a) What are the qualities of Creative Visualiser?

(12 Marks)

OR

b) Explain the techniques of Visualization?

(12 Marks)

Q. 4. a) Briefly explain various types of Layouts in advertising.

(12 Marks)

OR

b) Briefly explain difference between copy and layout.

(12 Marks)

Q. 5 a) Briefly explain meaning of advertising research.

(12 Marks)

OR

b) Explain the advertising research process.

(12 Marks)

Q. 6. a) What is an advertising agency? Trace its evolution.

(12 Marks)

OR

b) What are the roles of advertising agency?

(12 Marks)
