

**APPLIED COMPONENT – ADVERTISING**

**Duration: 2 hours**

**Max. Marks: 80 marks**

**Instructions:** *Figures to the right indicate maximum marks*

*Start each question on a fresh page*

*All questions are compulsory*

- Q.1) Write short notes on (Any 4) (16)
- (a) Functions of visuals in advertising
  - (b) Qualities of a creative visualizer
  - (c) Classification of signs and symbols
  - (d) Uses of layout
  - (e) Elements in an advertising
  - (f) Branding
- Q.2) Write short notes on (Any 4) (16)
- (a) Need for post-testing advertising effectiveness
  - (b) Types of advertising agency compensation
  - (c) Objectives of advertising testing
  - (d) Advertising agency v/s advertising department
  - (e) Functions of an ad agency
  - (f) DAGMAR
- Q.3) (A) What are visuals? State and explain the essentials of good visuals. (12)
- OR
- Q.3) (X) What is visualization? Discuss the various techniques of visualization. (12)
- Q.4) (A) What is copywriting? Discuss the different types of copy. (12)
- OR
- Q.4) (X) What is layout? Enumerate the principles of effective layout. (12)
- Q.5) (A) Distinguish between Pre-testing and Post-testing methods of measuring advertising effectiveness. (12)
- OR
- Q.5) (X) State and explain different methods of pre-testing of advertising effectiveness. (12)
- Q.6) (A) What is client - agency relationship? State and explain the principles in client agency relationship? (12)
- OR
- Q.6) (X) Discuss the various factors that influence the choice of an ad agency. (12)