

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)