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Register Number:

DATE:18-04-2017

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

**BACHELOR OF VISUAL COMMUNICATION – VI SEMESTER**

**SEMESTER EXAMINATION: APRIL 2017**

VC 6313: Creative Advertising

Time- 3hrs Max Marks- 100

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

1. **Answer any SIX of the following in 100 words each. (6X5 = 30)**

1. What are the different appeals used in advertising?

2. Explain the importance of identified sponsors in advertising.

3. Write a short note on surrogate advertising.

4. Differentiate between targeting and positioning.

5. How is the emergence of internet advertising effecting traditional advertising?

6. Elucidate the use of political advertising.

7. Write a short note on social advertising

8. Explain the reason why is it important for an advertiser to identify a USP of a product or services.

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

9. Explain the different features of advertising.

10. Elucidate the different methods used for audience analysis and targeting in advertising.

11. Describe the anatomy of a print ad. Illustrate with an example

12. Differentiate between Public Relation and Advertising. Explain the role of PR in advertising.

13. Explain the different creative aspects of advertising. Cite relevant examples.

1. **Answer any the following question. (Compulsory) (2X15 = 30)**

14. What is an advertising campaign? Describe the different stages of running a successful campaign taking Volswagen’s ‘Think Small’campaign as an example.

15. Prepare a print advert for a sport shoe brand called **‘**Atletica**’**using hunger as an appeal.

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