****

Register Number:

DATE:02-03-2022

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

**BA VISUAL COMMUNICATION – V SEMESTER**

SEMESTER EXAMINATION: OCTOBER 2021

(Examination conducted in March 2022)

 VC 5217: Advertising

Time- 2 ½ hrs Max Marks-70

This question paper contains 1 printed page and TWO parts

**Part A**

**Attempt any 6 questions of your choice. Answers should be within word limit 250 each**

**5x6=30**

1. Define the process of communication with a definition and suitable examples
2. What is the role of an advertising agency during the planning and execution of an ad- campaign?
3. Besides advertising agencies, what other types of organizations play roles in the communication process?
4. How do you explain ‘appeals’ in advertisements? State your answer explaining suitable examples used in popular advertisements.
5. What is a tagline? Give three examples
6. Explain Cognitive strategies
7. Mention the various segments created as per psychographic profiling of groups. Explain any **3** of your choice.

**PART B**

**Attempt any four questions of your choice. Answers should be within word limit 400 each**

**10x4=40**

1. How can advertisements be used as a proactive tool in creating/discussing political, social and cultural ideologies? Explain.
2. What types of testimonials can advertisers use? Give 2 examples and discuss in detail
3. Identify an advertisement that uses each of the following executional frameworks
4. Slice-of-life
5. Authoritative
6. Demonstration
7. Define Demographics and Psychographics. How are these classifications used to segment consumer markets?