LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – **VISUAL COMMUNICATION**

THIRD SEMESTER – **APRIL 2023**

PVC 3501 – CONTEMPORARY ADVERTISING

Date: 02-05-2023 Dept. No. Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART A

ANSWER ALL QUESTIONS BRIEFLY **(10x2 = 20 Marks)**

1. Draw the logo for one of your project brands.
2. Who were your crew members for your brand assignments, what were their roles?
3. List the units created in the brand identity manual for one of your project brands.
4. What advertising channels did you choose for your project brands?
5. List the advertising channels recommended by your clients for his/her brand.
6. Define the USP of your preferred project brand.
7. Describe the Call to Action for a project brand of your choice.
8. Recall the typography you used for a brand.
9. How many fonts does a brand typically use? What did you use?
10. What follow up action does a brand usually require? What did you recommend for one of your projects?

PART B

GIVE SHORT NOTES FOR ANY FIVE QUESTIONS **(5x8 = 40 Marks)**

11. How do you define the Target Audience? Use one of your brands as an example.
12. Did you do any audience segmentation research for your project units? Explain.
13. How did you determine the objective for your client projects through discussion?
14. Use Hero's Journey to describe your brand challenges.
15. Describe the most challenging client discussion that you have had.
16. What 360 degree strategy did you use for your project?
17. How did you schedule a photo/video shoot for your project brands?
18. Apply BCG Matrix for your brand projects.
19. Did you use any Blue Ocean Strategies for your branding?

PART C

ANSWER ANY TWO QUESTIONS IN DETAIL **(2x20 = 40 Marks)**

20. Outline the advertising campaign you conducted for one project brand.
21. Sum your key professional takeaways after conducting several client meetings?
22. How did you measure and analyze your advertising results?
23. What have been your learning outcomes of the Advertising Course this semester?
24. Apply Archetypes to your brand Projects.

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