 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

FIRST SEMESTER – **NOVEMBER 2012**

# VC 1817 - CONTEMPORARY ADVERTISING

Date : 07/11/2012 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

PART - A

Answer **ALL** the questions in about 50 words each: 10x2=20

1. Advertising Campaign
2. Brand equity
3. Commercial
4. Big idea
5. Copy strategy
6. Formal balance
7. USP
8. Institutional advertising
9. Trade character
10. Emotional appeal

PART - B

Answer any **FIVE** questions in about 200 words each: 5x8=40

1. Explain the role of copy appeals in targeting potential customers.
2. Describe the creative process.
3. How does advertising differ from public relations activities?
4. Explain the concept of social responsibility in advertising.
5. Define advertising and differentiate it from other forms of marketing communication.
6. Discuss the ethical issues in advertising.
7. Explain intercultural advertising.

PART - C

Answer any **TWO** questions in about 400 words each: 2x20=40

1. Explain the concept of Brand, Brand image, Package and Logo. Discuss with examples.
2. Advertising is an essential concomitant of modern marketing mechanism-Substantiate.
3. Explain the legal aspects of advertising.
4. Discuss the current trends in Television Advertising.

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