

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



U.G. DEGREE EXAMINATION – ALLIED

SECOND SEMESTER – APRIL 2022

16/17/18UVC2AL01 – MEDIA DESIGN & DEVELOPMENT

Date: 27-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A

Answer all the following questions

10X2=20 marks

1. Layout
2. Advertising
3. Encoding
4. Big copy
5. Golden circle
6. USP
7. AIDA
8. Slogan
9. Jingle
10. Media mix

SECTION B

Answer any Five of the following question.

5X8=40 marks

11. Describe the setup and functions of ad agency.
12. Elaborate SMCR model with examples.
13. Discuss on any one media campaign that you have come across. Quote suitable examples supported with illustrations
14. Discuss corporate social responsibility(CSR)
15. Explain the influence of media on youth with examples
16. Explain the merits and demerits of advertising in satellite channels
17. Discuss the advertising budget

SECTION-C

Answer any two of the following question.

2X20=40 marks

18. Copy is as important as a visual in any advertisement. Justify.
19. Explain the production process of a print advertising
20. Write an essay on communication process
21. Explain elements of advertising with examples

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