

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.

B.Sc. END SEMESTER EXAMINATION APRIL/NOV - 2021

SEMESTER - V

17UVSCT5008 - Advertising

Total Duration : 3 Hrs		Total Marks : 75
MCQ	: 30 Mins	MCQ : 15
Descriptive	: 2 Hrs.30 Mins	Descriptive : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Explain in detail about the Recent Trends in Indian Advertising.
2. Describe the Structure and Functions of Advertising Agency.
3. Explain about the Psychological influence on Consumer Behaviour.
4. Classify the difference between Consumer advertising and Industrial Advertising.
5. Describe various methods of Market Segmentation.
6. Illustrate the importance of Advertising Campaign.
7. Explain in Detail about SWOT Analysis.
8. Sketch out the Functions of Full service Advertising Agency.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Explain in detail about the Legal aspects and Ethical Issues in Advertising.
10. Describe the following
a)AAAI b)ABC c)J.Walter Thompson d)David Ogilvy e) O & M.
11. Discuss about the Elements of Advertisements and Story Boarding in Ad Film.
12. Explain in detail about the Marketing Mix and Brand Positioning.
13. What is copy writing and explain the types of Copy writing technique?