



B.C.A. (Semester – VI) Examination, April 2018
NCS Elective : ADVERTISING

Duration : 2 Hours

Max. Marks : 50

- Instructions :** 1) **All questions are compulsory.**
2) **Figures to the right indicate full marks.**

1. Explain the following concepts in **3-4 lines each** : **(5×2=10)**

- A) Media Planner.
- B) Jingle.
- C) Outdoor advertising.
- D) Target Audience.
- E) Video editing.

2. Answer the following question. **Each question carries 5 marks each.** **(5×2=10)**

- A) "Advertising is a tool of mass communication". Explain.
- B) How has advertising progressed over the years ?

OR

- X) State the multi-faceted services offered by an advertising agency.
- Y) What is the role of celebrity advertising ? Illustrate your answer with examples.

3. Answer the following question. **Each question carries 5 marks each.** **(5×2=10)**

- A) What is an advertising campaign ?
- B) Emphasize on the role of ethics in a creative field like advertising.

OR

- X) How has internet advertising changed in recent times ?
- Y) What are the laws affecting advertising ?

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4. Answer the following question. **Each** question carries 5 marks **each**. (5×2=10)

A) What type of advertising would be best suited to market a new summer cooler drink to youngsters in Goa? Give reasons.

B) What are banner ads? How would you design a good banner ad?

OR

X) What are the advantages of show sponsoring?

Y) Write a short note on the architecture of an advertising firm.

5. Answer the following question. **Each** question carries 5 marks **each**. (5×2=10)

A) What are the advantages of advertising in newspaper?

B) How does creativity and imagination help in preparation of a copy?

OR

X) Highlight the role of graphic designing in the field of advertising.

Y) Draw attention to the advertising strategy adopted by Government of India in promoting the *Swacch Bharat* Campaign in India.