



RR - 10

B.C.A. Semester – VI (Revised) Examination, April 2015
NON COMPUTER SCIENCE
Elective : Advertising

Duration : 2 Hours

Total Marks : 50

- Instructions :** 1) **All questions are compulsory.**
2) **Figure to the right indicates full marks.**
3) **Draw diagrams wherever necessary with a pencil.**

1. Define any 5 of the following terms : (2×5=10)

- a) Subliminal advertising
- b) Misleading claim
- c) Sound editing
- d) Copywriter
- e) Jingles
- f) Hoarding
- g) FMCG

2. Answer the following : (5×2=10)

- A) 'Advertising is sometimes leads to waste of resources' – Comment.
- B) Explain the main features of ASCI code.

OR

- X) What is media planning ? And how do advertising agencies prepare a media plan ?
- Y) Discuss any two laws regulating advertising in India.

3. Answer the following : (5×2=10)

- A) Discuss the importance of storyboarding in producing a TV commercial.
- B) What is banner advertisement ? What is its main function ?

OR

- X) What do you mean by Advertising Agency ? Discuss the various factors to be considered while selecting an Advertising Agency.
- Y) Discuss the importance of online advertising.

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4. Answer the following : (5x2=10)

- A) What do you mean by Advertising Campaign ? Discuss the various steps involved in developing an Advertising Campaign.
- B) How has animation in ads influenced consumers to buy products ?

OR

- X) What effects can be achieved by good typography ?
- Y) What are the elements of print advertising ?

5. Answer the following : (5x2=10)

- A) Which type of products use the 'Before and After' technique in advertising ?
- B) Give the importance of using appeals in advertising with the help of suitable examples.

OR

- X) Discuss the various execution styles of television commercials.
- Y) What do you mean by Consumer advertising and Industrial advertising ?

(5x2=10)

(5x2=10)

P.T.O.