D 13355　　　　　　　(Pages : 2)　　　　Name.......................................

Reg. No..................................

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Digital Film Production

GEC5AP15—ADVERTISING AND PUBLICITY MEDIA

Time : Three Hours　　　　　　　　　　　　　　　　　　　　Maximum : 80 Marks

Part A

Answer **all** *questions.*
Each question carries 1 *mark.*

1. Layout.

2. Full form of IMC.

3. Media mix.

4. Visualization.

5. What is headline ?

6. Brand personality.

7. What is jingles ?

8. The world's first TV ad was broadcast on ————.

9. Who is the brand ambassador of Malabar Gold ?

10. ———— is the world biggest ad agency.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

Answer any **eight** *questions.*
Each question carries 2 *marks.*

11. Write examples of online advertising.

12. Different types of print advertising.

13. Types of emotional appeal.

14. What is complementary colors ?

15. What is covert advertising ?

16. Elements of layout.

17. Who is target audience ?

Turn over

18. What is color family ?

19. Brand awareness.

20. Who are the members in creative department ?

21. Explain about Tertiary colors.

22. Write the name of new there brands ?

(8 × 2 = 16 marks)

Part C (Short Essays)

Answer any **six** *questions.*
Each question carries 4 *marks.*

23. Draw national and international magazine ad of the same product.

24. Role of ad agency.

25. Methods of broadcast advertising.

26. What is the use of market research in advertising ?

27. Steps of poster design.

28. Role of target audience in advertising.

29. Difference between television and online advertising.

30. Write copy for an international advertisement and draw a rough model.

31. Explain (a) conceptualization and (b) ideation.

(6 × 4 = 24 marks)

Part D (Essays)

Answer any **two** *questions.*
Each question carries 15 *marks.*

32. How can you creatively use the element of design in advertising ?

33. Write about the merits and demerits of advertising.

34. Types of outdoor and indoor ads.

35. Write about the concept, script and storyboard of 30 second video ad of new body perfume.

(2 × 15 = 30 marks)