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BSAAVC 281

**Choice Based Credit System Fourth Semester B.Sc. (Animation and
Visual Effects) Degree Examination, September 2022
(2020 – 21 Batch Onwards)
INTRODUCTION TO ADVERTISING**

Time : 3 Hours

Max. Marks : 80

SECTION – A

1. Answer **any 10** of the following questions. **(2×10=20)**
- What is brand mark ?
 - What is a LOGO ?
 - Write a brief note on press meet.
 - What is a flyer ?
 - What is the full form of USP ?
 - Name any three top Indian ad agencies.
 - What is brand campaigning ?
 - What is direct mail ?
 - What is SCR in advertising ?
 - What is telemarketing ?
 - What is branding ?
 - What is paper insertion advertising ?

SECTION – B

Answer **one full** question from **each** Unit. **Each** question carries **15** marks.

Unit – 1

2. a) Explain in detail about the economic effects advertising. **8**
- b) Explain in detail how ASCI functions in India. **7**

OR

P.T.O.



- 3. a) Discuss the impact of advertising on society. **8**
- b) Write a brief note on evolution of advertising in India. **7**

Unit – 2

- 4. a) What is brand building ? Explain the process in detail. **8**
- b) What is market research ? Explain how it helps a brand to grow. **7**

OR

- 5. a) What is USP ? Explain in detail with example. **8**
- b) Explain in detail, what is brand loyalty ? **7**

Unit – 3

- 6. a) What is brand promotion ? Explain in detail. **8**
- b) Why advertising is called propaganda ? Explain in detail. **7**

OR

- 7. a) Explain in detail the concept and scope of public relation. **8**
- b) What is lobbying ? Explain in detail. **7**

Unit – 4

- 8. a) What is CSR ? Explain different types of CSR. **8**
- b) What is corporate communication ? Explain in detail. **7**

OR

- 9. a) What is press kit ? Explain in detail. **8**
- b) Write a note on scheduling and handling of press conference. **7**
