

469877



DCGC504

Reg. No.

--	--	--	--	--	--	--	--

V Semester B.V.A. (Theory) Degree Examination, December/January - 2025/26

GRAPHIC DESIGN

Theory of Advertising Design

(NEP Scheme)

Time : 2½ Hours

Maximum Marks : 60

SECTION - A

I. MCQs. Attempt any Ten

(10×1=10)

1. Which of the following is a primary goal of advertising?
 - a) Entertainment only
 - b) Selling product and ideas
 - c) Political debate
 - d) None of the above
2. The Industrial Revolution mainly led to :
 - a) Mass production of goods
 - b) Decline in urban population
 - c) Decrease in markets
 - d) Stagnation of industries
3. USP in advertising stands for :
 - a) Universal selling platform
 - b) Unique selling proposition
 - c) United states process.
 - d) Ultimate sales plan
4. An example of indirect marketing is :
 - a) Billboard advertisement
 - b) Product placement in movies
 - c) TV commercial
 - d) Flyer distribution



[P.T.O.]



5. Which of the following is NOT a factor influencing an advertising campaign?
 - a) Consumer psychology
 - b) Budget
 - c) Colour of the advertisement
 - d) Campaign objectives
6. Advertising helps in creating awareness about :
 - a) Social issues
 - b) Consumer products
 - c) Environmental issues
 - d) All of the above
7. The post industrial impact in India mostly changed:
 - a) Lifestyle
 - b) Production methods
 - c) Markets
 - d) All of the above
8. An example of an outstanding selling point (OSP) is :
 - a) "Best price guaranteed"
 - b) "Limited edition design"
 - c) "Eco-friendly material used"
 - d) Any of the above
9. Mass production required which of the following to succeed.
 - a) Small local markets
 - b) Large consumer base
 - c) No advertising
 - d) None of the above
10. Campaign planning in advertising ensures:
 - a) Unity and continuity
 - b) Random advertisements
 - c) No structure
 - d) Confusing message

**SECTION - B****II. True or false Attempt All.****(5×1=5)**

1. Advertising has no impact on consumer Psychology
2. Direct marketing involves personal interaction with consumers
3. Post - industrial society led to changes in urban and rural economy in India.
4. Advertising can only be used for commercial product, not social issues
5. Continuity is an important example in campaign planning.

III. One word Answers. Attempt All.**(5×1=5)**

1. The Abbreviation for 'Unique selling proposition'?
2. The industrial Process that enabled large-scale production?
3. The type of appeal focussed on emotions in advertisements?
4. The agency responsible for planning and executing advertisements?
5. One factor that influences the success of an advertising campaign?

SECTION - C**IV. Passage study. Attempt All.****(2×5=10)**

1. Evolution of Advertising During Industrial Revolution Advertising has constantly evolved alongside society and technological progress. During the Industrial Revolution, mass production became possible, leading to rapid increase in the availability of goods. As a result, companies had to rethink their marketing strategies to attract consumers who now had a wide range of options. Advertising campaigns began emphasizing the unique benefits of products, appealing to both rational and emotional consumer needs. The rise of mass media, such as newspapers, magazines and later radio, allowed companies to communicate their messages to a larger audience effectively. This period marked the beginning of structured campaign planning, where principles like unity, continuity, and clear messaging became crucial for successful advertising.

Questions:

- a) What revolution led to mass production?
 - b) Why did companies need new marketing strategies?
 - c) Advertising campaigns highlight what aspects of products?
 - d) Name one form of mass media used during this period.
 - e) What principles became crucial for successful campaign?
2. Advertising for social Awareness and Modern campaigns Advertising is not limited to selling commercial products; it also plays a significant role in creating social awareness. Campaigns have been used to inform the public about critical issues such as environmental conservation, health, food and water safety. Advertising agencies are responsible for planning these campaigns, taking into account these objectives,

[P.T.O.]



(4)

DCGC504

target audience, and consumer psychology. A well-planned campaign ensures that the message is dear, memorable, and effectively reaches the intended audience. Both commercial and social campaigns use similar principles of marketing, such as identifying the unique selling propositions (USP) or outstanding selling points (OSP), but the focus may vary depending on what the goal is to sell a product or promote awareness. Modern campaigns often integrate digital platforms, social media and interactive content to engage audiences more effectively.

Questions:

- What type of issues can advertising campaigns raise awareness about?
- Which agency is responsible for planning advertising campaigns?
- What human factor is considered while planning campaigns?
- What ensures that the message reaches the intended audience effectively?
- Advertising is used for both commercial and _____ purposes?

SECTION - D

V. Short answer Attempt any four

(4×5=20)

- What changes did the Industrial Revolution bring in the way people lived and worked in India?
- Explain in simple words what a USP (Unique Selling Proposition) is with an example.
- Why is it important for an advertising campaign to have unity and continuity?
- Give one example each of direct marketing and indirect marketing.
- How can advertising help in spreading awareness about social issues like the environment or health?
- What is consumer psychology and why is it important in designing advertisements?

VI. Long answer Attempt any one.

(1×10=10)

- Explain in simple words how advertising has changed from the Industrial Revolution to today. Mention how people's lifestyle, product availability and marketing strategies have changed.

(OR)

- Describe what an advertising agency does. Explain in simple words how it plans campaigns and why it considers consumer needs when designing advertisements.



REFERENCE