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**VIII Semester BVA Degree Examination, September/October - 2022**  
**VISUAL ARTS APPLIED ART / GRAPHIC DESIGN**  
**Design and Business Management**  
**(CBCS Semester Scheme)**

**Time : 3 Hours****Maximum Marks : 70****Instructions to Candidates :*****ALL sections are Compulsory.*****SECTION - A****Choose the correct answer:****(5×2=10)**

1. Product manager is part of
  - a) Ad agency team
  - b) Sales team
  - c) Client team
2. Product features define the
  - a) Target audience
  - b) USP
  - c) Distribution network
3. Age, income, location of the target audience is known as
  - a) Market share
  - b) Census
  - c) Demographics
4. Price and Packaging of the product is part of the
  - a) Creative strategy
  - b) Marketing mix
  - c) Distribution
5. Copy platform is also known as
  - a) Creative brief
  - b) Media plan
  - c) Body copy

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**SECTION- B**

Answer the following any **FIVE**.

(5×6=30)

1. What is product segmentation? Give examples.
2. Explain the various stages of developing and advertising campaign.
3. How is advertising strategy dependent on marketing strategy?
4. What is the role of a copy writer?
5. Explain the structure of an Ad agency.
6. Explain Target group segmentation.
7. Why is market research important in advertising?

**SECTION-C**

Write short notes any **THREE**:

(3×10=30)

1. Importance of media planning for an Ad campaign.
  2. Ethics in Advertising.
  3. Creative Brief.
  4. Process of developing and launching and Ad commpaign.
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