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GS-733

VIII Semester B.V.A. Examination, May/June - 2019

GRAPHIC DESIGN

BVGD - 82 : Theory of Advertising Visual Communication and Media

(CBCS) (Fresh) (2018-19 & Onwards)

Time : 3 Hours

Max. Marks : 70

Instructions to Candidates :

- (1) Answer all questions as instructed.
- (2) Use illustration or drawing wherever applicable.

SECTION - A

Answer **any five** questions.

5x5=25

1. What are the influencing factors in advertising campaign planning ?
2. What is the purpose of media in advertising campaigning to promote brand ?
3. How is Demography and Geography helpful in selecting the Target Audience ?
4. What are the possible methods in brand promotion using events as the platform ?
5. Explain the progressive hierarchy in advertising agency structure.
6. What is the importance of comparative review between competitive brands as well as sub brands ?
7. What are the benefits of offset printing in comparison with Digital Printing ?

SECTION - B

Answer **any three** questions.

3x10=30

1. How is offset printing helpful in bulk printing ? Explain its benefits with examples.
2. What are the uses of social awareness campaign ? How can it be useful in education to common people ?
3. Give examples of 4 automotive industry advertisements as examples and elaborate how the product is positioned to the Target Audience ?

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4. Differentiate between product and service advertisements ? What are steps to position the brand to the Target Audience ?
5. How do jewellery based advertisement focuses on seasonal offers and schemes ?

SECTION - C

Answer **any one** question.

1x15=15

1. Explain progressive hierarchy stages in Advertising agency.
2. What are the major products in advertisement targeting to elite class Target Audience ? Elaborate with examples.
3. What is the importance of research before starting a Advertising campaign ? How is the budget and media decided to position a brand ?

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