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Reg. No.

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VII Semester B.V.A. (Theory) Degree Examination, March/April - 2023  
VISUAL ARTS-GRAPHIC AND COMMUNICATION DESIGN  
Design Management  
(CBCS Semester Scheme)

Time : 3 Hours

Maximum Marks : 70

**Instructions to Candidates:**All Sections are **compulsory**.**SECTION - A****Write True or False**

1. Liril is a premium beauty soap.
2. Creative brief is also known as copy platform.
3. Advertising is a charitable activity.
4. USP is critical to beat the competition.
5. Creative director determines the look and feel of the advertising campaign.
6. Accounts department is the heart of the Ad. agency.
7. Media plan is an important aspect of an advertising campaign.
8. Product segment is nothing but different categories of a product.
9. Aggressive advertising is known as hard sell.
10. Making false claims is unethical in advertising.

**(10×2=20)****SECTION - B****Write short notes on any FOUR questions.****(4×10=40)**

1. Ethics in advertising.
2. Stages of planning in Ad. campaign
3. Importance of media planning for an Ad. Campaign.
4. Soft sell Vs Hard sell in advertising.
5. Product segmentation with example.

**SECTION - C****Answer any TWO questions.****(2×5=10)**

1. What is Marketing mix?
  2. What is advertising strategy?
  3. Why is market research important?
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