

No. of Printed Pages : 2

E 6 JUN 2019

Sl. No. 100004

GS-727

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

GRAPHIC DESIGN

BVGD - 61 : Theory of Advertising Design - II

(CBCS) (F+R) (2017-18 & Onwards)

Time : 3 Hours

Max. Marks : 70

- Instructions :**
1. Answer **all** questions as instructed
 2. Use Illustration or drawings wherever applicable

SECTION - A

Answer **any 5** questions of the following.

5x5=25

1. List any 5 outcomes in Advertising ?
2. Name any 5 media for advertising with examples. And how is it cost effective ?
3. Name any 5 media for advertising with examples. (Sports/Consumable products /durable products)
4. Give short notes on Target audie and Demography.
5. Explain with suitable examples any 3 reproduction process in print technology.
6. Give detailed explanation of the role of media in advertising campaign.
7. Explain offset printing. How are plates prepared ?

SECTION - B

Answer **any 3** questions of the following.

10x3=30

1. Identify any 4 Ad focused on female consumers with relevant examples ?
2. How is social awareness campaign helpful explain the process with examples ?

P.T.O.



3. What is the difference between Direct and Indirect Advertising ?
4. Mention 5 influencing factors in advertising campaign.

SECTION - C

Answer **any 1** question of the following.

15x1=15

1. Explain Advertising research process with examples.
2. In the current times advertising designs are mostly creative ? Explain the Evolution of Advertising after Industrialization.

- o O o -