

Total Number of Questions : 20

Time : 2.00 Hours

Max. Marks : 100

1. What are the major factors affecting the selection of an advertising media ? (5 Marks)
 2. Write about a few advantages and disadvantages of advertising through social media. (5 Marks)
 3. What is IMC in advertising ? (5 Marks)
 4. What are the main objectives of an advertising campaign ? (5 Marks)
 5. Advertising helps in building a brand. Explain. (5 Marks)
 6. How market research helps in product development ? (5 Marks)
 7. Write a short note about an influential graphic designer of your choice. (5 Marks)
 8. Explain the difference between brand identity and logo of a brand. (5 Marks)
 9. Write a short note about Interaction design. (5 Marks)
 10. Choosing the right colour for a brand is very important. Explain. (5 Marks)
 11. What are the major factors to consider before designing a publication ? (5 Marks)
 12. Explain the concept of Advertising Illustration. (5 Marks)
 13. Define the term 'Visualization' and discuss its significance in Advertising. (5 Marks)
 14. Trace the evolution of photography through its key historical milestones. (5 Marks)
 15. Write about exposure in photography. (5 Marks)
 16. Elaborate on the concept of a storyboard in visual storytelling . Describe the technique of creating a storyboard. (5 Marks)
 17. Define the term 'Press Photography' and delve into its significance in journalism and media. (5 Marks)
 18. Discuss the relevance of new media art in contemporary society and its impact on our daily lives. (5 Marks)
 19. How does various evaluation practices cater to the fulfilment of continuous and comprehensive evaluation ? (5 Marks)
 20. Non-probability sampling does not follow the rationale of probability theory. Justify this statement with different types of non-probability sampling. (5 Marks)
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