

**Avinashilingam Institute for Home Science and Higher Education for Women
Coimbatore – 641 043**

**Master's Degree Examination – November, 2017
III Semester**

**Class: II PG
Major: Music**

**Max.Marks: 60
Time : 3 Hours**

12MMUI02 IDC-II Music for Advertisement and Mass Media

**Part – A
Answer the following**

10 x ½ = 5

Choose the correct answer

1. Cine film was founded in the year
a. 1895 b. 1928 c. 1885 d. 1725
2. Gramophone was invented by
a. Markoni b. Thomas Alva Edison c. Nipkav d. Nickolas
3. The prime motive of advertisement is to
a. Buy and sell the product b. Increase the income
c. Information of a new product in market d. To mislead
4. News paper comes under
a. Popular media b. Print media
c. Electronic media d. Social media
5. Cinema was introduced in the year
a. 1885 b. 1995 c. 1890 d. 1980
6. Radio waves are received by a device called
a. Sensor b. Booster c. Dish d. Antenna
7. Radio was invented by
a. Alexander Grahambel b. Gugliemo Marconi
c. John Logie Baird d. Maxwell radio
8. Which is the oldest form of mass media
a. Print media b. Electronic media c. Social media d. Popular media
9. FTC means
a. Federal Trade Commission b. Federal Trend Community
c. Fashion Textiles Conception d. Fashion Technology Centre
10. Television was invented by
a. Marie Curie b. John Kennedy c. John Logie Baird d. Thomson

Part – B

5 x 4 = 20

Answer ALL questions

Each answer should not exceed 200 words or one page

- 11(a) Write short notes on Audio Radio.
(or)
11(b) Write about music station.
- 12(a). Give an account of Video advertisement.
(or)
12(b) Give an account of Audio advertisement.
- 13(a) Write short notes on sound recordings.
(or)
13(b) Write short notes of Television and the power of visual culture.
- 14(a) Write about advertising and commercial culture.
(or)
14(b) Write any two recent trends in recording.
- 15(a) Write about the legal issues and controles..
(or)
15(b) Write an example for recent trend in advertisement music.

Part – C

5 x 7 = 35

Answer ALL questions

Each answer should not exceed 600 words or three pages

- 16(a) Write in detail about the types of Audio Radio.
(or)
16(b) Write in detail about the types of Video Media.
- 17(a) Explain about Audio advertisement.
(or)
17(b) Explain music composing for advertisement and Mass Media.
- 18(a) Write an essay in popular radios and origin of Broad casting.
(or)
18(b) Write an essay about movies and impact of images.
- 19(a) Write in detail about advertising and commercial culture.
(or)
19(b) Explain Democratic expressions and the Mass Media.
- 20(a) Ethics to be followed in advertisement – Discuss.
(or)
20(b) Recent trends in advertisement music – Discuss.
