Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Master's Degree Examination – June / July 2021
II Semester

Class : I PG **Time : 3 hours**
Major : HD/ Textiles and Fashion Apparel / Biotextiles **Max. Marks: 100**

20MEX101 IDC - Advertisement and Visual Publicity
Part A **10 x 1 = 10**
Choose the correct answer

1. _____ is that activity by which visual or oral messages are addressed to the general public CO1K1
   a. Advertising b. Publicity
   c. Non- media d. None of the above

2. 2.The function of advertisement is _____ CO3K1
   a. Advertising b. Publicity
   c. Non- media d. None of the above

3. A visual aid is an _____ CO2K2
   a. Communicational device b. Instructional device
   c. Both a & b d. None of the above

4. _____ Social media insecurity will lead to CO5K1
   a. Face book b. Cyber crime
   c. WhatsApp d. None of these

5. Unethical advertisement are _____ CO4K2
   a. Alcohol b. Tobacco
   c. Millets d. Both a and b

6. Ethical advertising is about being _____ CO4K1
   a. Misrepresentation of a product
   b. Truthful concerning the product
   c. Process
   d. All the above

7. Advertising techniques are _____ CO3K1
   a. Emotional Appeal b. Promotional Advertising
   c. Complementing the Customers d. All the Above

8. _____ the dolls Customers don't trust the advertisement CO1K2
   a.96% b. 80%
   c.50% d. None of these

9. Communication is simply transmitting of CO5K2
   a. Ideas b. Information
   c. Experiences d. All the above

10. What are the social media platforms to serve ads CO2 K1
   a. You tube b. Face book
   c. WhatsApp d. All the above

Part B **5 x 6 = 30**

Answer ALL questions

Each answer should not exceed 400 words or two pages

11.a.	Elaborate the Concept of advertisement and Visual Publicity.	CO1K3
	(or)	
11.b.	Express your Economic and social effects of advertising.	CO 2K3
12. a.	Explain role of media for advertising.	CO3K4
	(or)	
12. b.	Detailed about Pros and cons of Social media.	CO5K3
13. a.	Write down the meaning and functions of layout.	CO3K4
	(or)	
13. b.	Elaborate the types of Layout.	CO2K4
14. a.	Describe Ethics in advertising.	CO4K3
	(or)	
14. b.	Explain consumer rights and implications of advertisings.	CO4K4
15.a.	Explain advertisement communication system.	CO1K3
	(or)	
15. b.	Express your attitude towards social media/	CO 5K3

Part C **5 x 12 = 60**

Answer ALL questions

Each answer should not exceed 800 words or four pages

16. a.	Detailed about Scope and need for advertisement and Visual Publicity.	CO 1K5
	(or)	
16. b.	Discuss detailed about different types of advertising.	CO 2K6
17. a.	Describe script writing for Radio and TV advertisement.	CO 2K6
	(or)	
17. b.	Explain media vehicles and their relative merits.	CO 5K7
18. a.	Elaborate the principles of good layout and art work.	CO 3K5
	(or)	
18. b.	Write detailed about various types of printing processes.	CO 3K5
19.a.	Classify the ethical and unethical issues in advertising.	CO 4K6
	(or)	
19. b.	Describe Code of Advertising Standards Council of India.	CO 4K6
20.a.	Detailed about popular agencies for advertising.	CO 1K5
	(or)	
20.b.	Elaborate the merits and demerits of Social media.	CO 5K5

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