



Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD (now MoE)

Re-accredited with 'A++' Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

**Continuous Internal Assessment Test I – February 2025
Semester-II**

Class : I PG

Time : 2 Hours

Major :Extension and Communication

Max.Marks : 60

**Major: M.Sc. Food Science and Nutrition/Resource Management/Bio-Chemistry
Inter Disciplinary Course**

23MEXI01 – Advertisement and Visual Publicity

Course Outcomes:

CO1 To understand the concept and need for advertisement and visual publicity

CO2 Describe media and non media in advertisement

CO3 Explain the functions and techniques of advertisement and the types of printing processes

CO4 Clarify the ethics in advertising and understand the code of advertising standard council of India

CO5 Assess the use of advertisement as a medium for development communication and its merits and demerits

Part A

6 x 1 = 6

Choose the correct answer

1. Visual publicity is a subset of advertisement that focuses on using ----- elements. CO1K2
a. digital b. media c. visual d. all the above
2. Targets social issues and encourages positive behavioral changes is ----- advertising. CO1K2
a. online b. institutional c. product d. public service
3. Conducting small group discussions to explore qualitative aspects of media consumption or opinion is CO2K2
a. surveys b. focus groups c. content analysis d. digital platforms
4. Which social network is considered the most popular for social media marketing? CO2K2
a. Twitter b. Face book c. Linkdin d. Whats App
5. Miniature sketches that are used by the art directors called as ----- layouts. CO3K1
a. rough b. thumbnail c. finished d. comprehensive
6. A ----- is a short summary or some words of praise accompanying a creative work. CO3K1
a. illustration b. body copy c. blurbs d. repetition

Part B

3 x 6 = 18

Answer ALL questions

Answer should not exceed 400 words

7. a. Write a short note on word of mouth advertising CO1 K2
(Or)
7. b. Write a short note on the need for advertising CO1 K2
8. a. What is outdoor advertising? CO2 K2
(Or)
8. b. Write about chatting tools with two examples of chatting tools CO2 K2

9. a. Social media- Elucidate CO2 K2
(Or)

9. b. Write a short note on any two types of lay out CO3 K2

Part C **3 x 12 = 36**
Answer ALL questions
Answer should not exceed 800 words

10. a. Discuss on the different types of advertising CO1 K2
(Or)
10. b. Explain about the economic effects of advertising CO1 K2
11. a. Portray about advertising as a mass communication media CO2 K2
(Or)
11. b. What are the different types of media for advertising? CO2 K2
12. a. Explain about the types of lay out CO3 K2
(Or)
12. b. Is advertisement an advantage or disadvantage for our society? CO3 K3

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Name of the Staff in charge: Dr. G. Sheefna