

CREATING ADVERTISEMENTS

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Time : Three hours

Maximum : 75 marks

PART A — (5 × 3 = 15 marks)

Write short notes on any FIVE of the following in about a paragraph each.

1. Corel Draw.
2. Rough sketch.
3. Transit advertisement.
4. Billboard.
5. Solus position.
6. Advertorials.
7. Marketing Mix.
8. Balloon display:

PART B — (5 × 6 = 30 marks)

Answer any FIVE of the following in about a page each.

9. Define typographical devices. List some typographical devices that you have studied to make the presentation lively.

10. How will you locate the class of the product advertised based on the advertisement? Illustrate your answer with any of the car advertisement.

11. How important is headline in an advertisement copy? Mention any three headlines that attracted your attention.

12. Take any one advertisement campaign that you felt something was missing. Examine the reasons for such failing to take off with the audience with an example.

13. Promotional ventures at trade fairs give more visibility and access to your product for the general public. Is it true? Elaborate.

14. What are the uses of PageMaker software? List some of its features and how they are useful to creating an advertisement copy.

15. Who are the target group for industrial advertisements? Have you come across any interesting industrial advertisement recently? Elaborate.

16. Radio as a medium of advertisement has received a boost by the FM transmission. Do you agree? Explain.

PART C — (2 × 15 = 30 marks)

Answer the following in about 3 pages each.

17. (a) Name a product that has become popular because of its sponsorship of a tv serial. Explain the advertisement strategy it has adopted.

Or

(b) In the organizational structure of an advertising agency where is the creative department located? What are the responsibilities of the creative head? What are the steps in creating a print advertisement copy?

18. (a) Define corporate image. Take any corporate advertisement and discuss its unique features and characteristics.

Or

(b) What are celebrity advertisements? List its advantages. Take any one celebrity advertisement and analyse the USP used.