

CREATING ADVERTISEMENTS

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. PageMaker.
2. Thumbnail.
3. POP Danglers.
4. Hoarding.
5. Anchor position (in newspaper ads).
6. Advertisement supplement.
7. Media Mix.
8. Promotional mails.

PART B — (5 × 6 = 30 marks)

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

9. Shelter displays have become colourful and attractive. Have you come across such shelter ads? Describe any one of them in detail.
10. How do software packages help create innovative animations with ease? Give example for an advertisement that was created using simple animation technique yet effective.
11. Which of the television spot you like the best? Why?
12. List some of the advertisement sponsors in FM radio who have become popular among listeners. Discuss in detail on such programme that is innovative and has a large fan following in FM radio that you listen to regularly.
13. Write about the speciality of financial advertising with examples.
14. How do you plan an advertisement strategy and mention who are all involved in the planning process?
15. List the principles of good designing.
16. Describe advertising photography as a profession.

PART C — (2 × 15 = 30 marks)

Answer the following in about 3 pages each.

17. (a) Define typography. Mention how fonts can be differentiated from one another? Name some of the type faces you have studied and describe their characteristics.

Or

(b) Define USP. How is it developed for a product? Describe any two television brands and discuss their USPs that attracted your attention.

18. (a) What is an advertisement copy? What is its typical structure? Illustrate your answer with an advertisement copy that caught your imagination.

Or

(b) What are emotional appeals used in advertising? How are they exploited in creating advertisements? Examine how fear is portrayed in ads with examples.