



Library
Brainware University
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BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – B.Sc.(MSJ)-Hons-2023
Course Name – Advertising Filmmaking
Course Code - BMJ37108 (T)
(Semester III)

Full Marks : 40

Time : 2:0 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 10=10

1. Choose the correct alternative from the following :

- (i) Classify the concept that involves eye movement from top left to bottom right on a page.
 - a) Ogilvy's Layout
 - b) Gutenberg's Principle
 - c) Mondrian Layout
 - d) Multi-panel Layout
- (ii) Classify the first element that Ogilvy emphasized in his layout design.
 - a) Caption
 - b) Headline
 - c) Visual
 - d) Copy
- (iii) Classify the area of a layout where the eye tends to rest according to the Gutenberg Principle.
 - a) Terminal area
 - b) Weak fallow area
 - c) Primary optical area
 - d) Strong fallow area
- (iv) Classify the main feature of a Big Type layout.
 - a) Dominance of large, bold typography
 - b) Use of intricate graphics
 - c) Emphasis on small, detailed text
 - d) Focus on white space
- (v) Choose the best color profile for designing social media ads to ensure consistency across platforms.
 - a) CMYK
 - b) RGB
 - c) Grayscale
 - d) LAB
- (vi) Construct a caption for a soft sell social media ad promoting a travel service.
 - a) 'Book now for the best deals!'
 - b) 'Experience the journey of a lifetime at your own pace.'
 - c) 'Limited time offer, buy now!'
 - d) 'Best travel deals!'
- (vii) Identify the most effective method for visualizing humorous ads.
 - a) Use dark and gloomy colors.
 - b) Use bright and lively colors to match the humorous tone.
 - c) Use monochrome images.
 - d) Avoid using any imagery.

- (viii) Outline the steps involved in editing a video ad using Final Cut Pro.
- a) Skip the editing and post-production phase.
 - b) Import footage, arrange clips, apply effects, add sound, and export.
 - c) Only focus on adding sound.
 - d) Avoid adding transitions and effects.
- (ix) Extend the use of captions in video ads for accessibility and engagement.
- a) Captions only help those who are hearing impaired.
 - b) Captions improve engagement by making the content accessible to a wider audience.
 - c) Captions distract viewers.
 - d) Avoid using captions to reduce text.
- (x) Classify the types of video ads commonly used on social media platforms.
- a) Story ads, testimonial ads, and promotional ads.
 - b) Only testimonial ads are effective.
 - c) Only product feature ads matter.
 - d) Social media should only use traditional advertising styles.

Group-B

(Short Answer Type Questions)

3 x 5=15

- 2. Explain your understanding of color schemes. (3)
- 3. Classify the types of layouts used in design. (3)
- 4. Contrast Guttenberg's principle of eye movement with Ogilvy's layout. (3)
- 5. Build a soft-sell social media ad copy for a lifestyle brand. (3)
- 6. Choose the best platform for launching a humorous advertisement targeting millennials. (3)

OR

- Combine hard sell and soft sell techniques in a social media campaign for a new tech gadget. (3)

Group-C

(Long Answer Type Questions)

5 x 3=15

- 7. Compare the effectiveness of slogans versus taglines in brand recognition. (5)
 - 8. Classify five types of layouts. (5)
 - 9. Change the tone of a well-known hard sell advertisement for a luxury brand to a soft sell. (5)
- How would you do this?

OR

- Create a visual concept for a travel agency's social media ad. (5)
