



**BRAINWARE UNIVERSITY**

**Term End Examination 2018 - 19**

**Programme –Bachelor of Arts (Honours) in Multimedia & Web**

**Course Name – Elements of Advertising in Print Media**

**Course Code -BMW203**

(Semester – 2)

**Time allotted: 3 Hours**

**Full Marks: 70**

[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 Questions)

10 x 1 = 10

1. *Choose the correct alternative from the following:*
  - (i) Red is also a colour for
    - a. Sorrow
    - b. Appetite
    - c. Despair
    - d. None of these
  - (ii) Which of the following is not a component of 4P concept?
    - a. Profit
    - b. Price
    - c. Place
    - d. Promotion
  - (iii) Advertising has a connection with
    - a. Stone age
    - b. Industrial Revolution
    - c. Plastic
    - d. Cubism
  - (iv) What is the full form of PLC?
    - a. Product Life Cycle
    - b. Product List Cycle
    - c. Post Loss Cost
    - d. None of these
  - (v) Saul Bass (1920-1996) was famous for his
    - a. Poster Design
    - b. Typeface design
    - c. Audio Visual campaign
    - d. Copy Editing
  - (vi) Which of the following is true for Newspaper Media of Advertising?
    - a. It has a short lifespan
    - b. It is an anytime, anywhere media
    - c. It is highly Segmented
    - d. It is a costly media
  - (vii) What does FMCG stands for?
    - a. Fast Marketing Cost Goal
    - b. Fast Moving Costly Goods
    - c. Fast Moving Consumer Goods
    - d. None of these

- (viii) ASCI stands for \_\_\_\_\_ .
- |   |  |
|---|--|
| a. Advertising Standards Committee of India | b. Advertising Society of Contemporary India |
| c. Advertising Standards Council of India   | d. None of these                             |
- (ix) Helvetica is a font of
- |                             |                               |
|-----------------------------|-------------------------------|
| a. 19 <sup>th</sup> Century | b. Post World War 2 situation |
| c. First World War          | d. Computer age               |
- (x) The Ideal mode and resolution for paper printing are
- |                     |                              |
|---------------------|------------------------------|
| a. RGB and 72 dpi   | b. RGB and 120 dpi           |
| c. CMYK and 300 dpi | d. CMYK with RGB and 500 dpi |

### Group – B

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following:

- |  |   |
|--|---|
| 2. Describe the functions of Advertising.        | 5 |
| 3. Write briefly about Color and Human emotions. | 5 |
| 4. Describe Product Life Cycle.                  | 5 |
| 5. Explain the principles of Font Use in Design. | 5 |
| 6. Write a short Note on ASCI.                   | 5 |

### Group – C

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following:

- |  |    |
|--|----|
| 7. (a) Define Advertising.   | 3  |
| (b) Write a note on the evolution of Advertising in Print Media                  | 12 |
| 8. (a) How many types of classifications are there in advertisements?            | 5  |
| (b) Write short note on the Classifications of advertisements.                   | 10 |
| 9. (a) Write a note on the Concept developments of advertisements.               | 8  |
| (b) What is the importance of Market study in advertisements?                    | 7  |
| 10. (a) State the functions of pictures or visuals in Advertising.               | 7  |
| (b) Write about the functions of Headlines.                                      | 8  |
| 11. (a) Define Media Planning.   | 2  |
| (b) What is meant by Media Scheduling?   | 3  |
| (c) State the advantages and disadvantages of Newspaper as an advertising media. | 5  |
| (d) Enumerate the pros and cons of Magazine as an advertising media.             | 5  |