



BRAINWARE UNIVERSITY

Term End Examination 2018 - 19

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

Course Name – Advertising in Visual Media

Course Code – BMW202

(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) Which of the following is not a type of Brand Loyalty status?
 - a. Hard Core Loyalty
 - b. Soft Core Loyalty
 - a. Split Loyalty
 - c. Switchers
 - (ii) Yellow is also a colour for:
 - b. Hope
 - d. Grief
 - c. Hopeless
 - e. Politics
 - (iii) What is the full form of PLC?
 - a. Product Life Cycle
 - c. Post Loss Cost
 - b. Product List Cycle
 - d. None of these
 - (iv) Fill in the blank.
Preference > _____ > Purchase
 - a. Conviction
 - c. Knowledge
 - b. Linking
 - d. Awareness
 - (v) St. Elmo Lewis was the pioneer of:
 - a. Advertisements
 - c. AIDA
 - b. Media Ad
 - d. Colour Theory

- (vi) Which of the following media are known as “Anytime, anywhere” media?
- a. Newspaper
 - b. Radio
 - c. Magazine
 - d. Television
- (vii) Paul Rand(1914-1996) was a / an _____.
- a. German designer
 - b. Swiss designer
 - c. American designer
 - d. British designer
- (viii) What does FMCG stands for?
- a. Fast Marketing Cost Goal
 - b. Fast Moving Costly Goods
 - c. Fast Moving Consumer Goods
 - d. None of these
- (ix) Verdana is a _____ .
- a. Sans-serif font
 - b. Serif Font
 - c. Leguminous Font
 - d. 19th Century font
- (x) Satyajit Ray designed a font named _____ .
- a. Ray Roman
 - b. Ray Indian
 - c. Ray Bengal
 - d. Ray Britt

Group – B

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following:

- 2. Describe Brand Loyalty. 5
- 3. Write a short note on USP of Product. 5
- 4. Write briefly on Product packaging. 5
- 5. Explain Niche Marketing with two examples. 5
- 6. Write about the functions of Headlines. 5

Group – C

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following:

- 7. (a) What is a Slogan? 3
- (b) Write a note on the Color Theory. 12
- 8. (a) Define Media Planning. 2

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| | (b) What is meant by Media Scheduling? | 2 |
| | (c) State the advantages and disadvantages of Newspaper as an advertising media. | 5 |
| | (d) Discuss about Digital Marketing. | 6 |
| 9. | (a) What is Marketing Mix? | 8 |
| | (b) Describe Market Segmentation. | 7 |
| 10. | (a) How can we use advertising as communication tool? | 15 |
| 11. | (a) Write a note on the advertising according to Media. | 10 |
| | (b) What is IEEO? | 5 |
