



Date: 22-04-2017
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

Part A

Answer all the questions:

(10x2=20 marks)

1. What is advertising?
2. Explain the term Consumer behavior.
3. Mention two kinds of texture in the elements of design.
4. What is meant by white space?
5. Write three qualities of a creative thinker.
6. Mention any two kinds of advertising media.
7. State any two kinds of headlines.
8. What does the term Copy heavy signify?
9. Explain the term Alphabet Inspired.
10. What is meant by Consumer perception?

Part B

Answer any four questions:

(4x10=40 marks)

11. Explain the elements of a Print Copy.
12. Explain in detail the process of human communication.
13. Describe any ten kinds of advertising appeal.
14. Write about the five basic categories of type faces.
15. What is a layout? Explain the stages in the layout process.
16. Explain the advertising exposure model.
17. Describe the six types of format according to Bruce Bedinger.

Part C

Answer any two questions:

(2x20=40 marks)

18. Describe the creative process in detail.
19. Explain the consumer decision making process.
20. Explain the functions of advertising.
21. Describe the principles of design.
