

C 33439

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Name.....

Reg. No.....

**FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2017**

**Multimedia**

**SDC 5MM 18—GRAPHICS AND ANIMATION IN ADVERTISING**

Time : Three Hours

Maximum : 80 Marks

**Section A**

*Answer all the following, each one in one or two words or in one sentence:  
Each question carries 1 mark.*

1. The French newspaper ——— was the first to include advertising in its pages in June, 1836.
2. The ——— television network began the modern practice of selling air time to multiple sponsors.
3. Pop-under is a/an ——— advertisement.
4. Expand SEO.
5. What is skywriting ?
6. Which company pioneered on-line advertising ?
7. Expand ISO.
8. Write any two examples for animated ads.
9. The word 'advertising' originated from the Latin word ———.
10. Name a national-level advertising agency.

(10 × 1 = 10 marks)

**Section B**

*Write short notes on any eight of the following.  
Each question carries 2 marks.*

11. Define advertising.
12. What is outdoor advertising ?
13. What is e-marketing ?
14. What is media mix ?
15. Discuss the functions of web advertising.
16. What is digital billboard ?
17. What is balloon advertising ?
18. Define wall poster.

**Turn over**

19. What are the advantages of radio advertising ?
20. What is a standard web banner ?
21. What is news feeds ad ?
22. What is e-mail ad ?

(8 × 2 = 16 marks)

### Part C

*Answer any **six** questions.  
Each question carries 4 marks.*

23. What is public service advertising ?
24. What are the four P's of marketing ?
25. What is an interstitial ad ?
26. What is sponsored search ?
27. What do you mean by contextual ad ?
28. Discuss the new trends in advertising.
29. Write briefly about an environment-friendly ad.
30. What is cultural icon ?
31. What is convergent advertising ?

(6 × 4 = 24 marks)

### Part D

*Answer any **two** questions.  
Each question carries 15 marks.*

32. Narrate the history of advertising.
33. Elucidate the impact of video ads.
34. Explain the functions of hotwired banner ads.
35. Explain the use of viral videos in ads. Cite examples.

(2 × 15 = 30 marks)