

**D 14638**

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Name.....

Reg. No.....

**FIFTH SEMESTER B.Voc. DEGREE EXAMINATION, NOVEMBER 2016**

Multimedia

SDC 5MM 18—GRAPHICS AND ANIMATION IN ADVERTISING

Time : Three Hours

Maximum : 80 Marks

**Section A**

*Answer all the following ten questions in one or two words or in a sentence:*

1. In ancient China the earliest advertising was known as \_\_\_\_\_.
2. Who is the father of modern advertising ?
3. Pop-up ad is found in \_\_\_\_\_ media.
4. What is interstitial ?
5. Expand OOH.
6. What is PoP ?
7. Give an example of a cartoon ad.
8. What is ISO ?
9. Advertere in Latin means \_\_\_\_\_.
10. Who is Piyush Pandey ?

(10 × 1 = 10 marks)

**Section B**

*Write short notes on any eight of the following.*

11. What is media mix ?
12. What is ethical advertising ?
13. What is out-door advertising ?
14. What is mobile advertising ?
15. What is SME ?
16. What is news feeds ad ?
17. What do you mean by viral video ?
18. What is a poster ?

**Turn over**

19. Define flex board ad.
20. Give an example of an environment ad.
21. What do you mean by cultural icons ?
22. What are the advantages of advertising through the radio ?

(8 × 2 = 16 marks)

### Section C

*Write short essays on any six of the following.*

23. Define public service advertising.
24. What is social media marketing ?
25. What are the different types of out-door advertising ?
26. What is transit ad ?
27. What are the different types of posters ?
28. Define creative advertising.
29. Write very briefly about environment-friendly ads.
30. What is surrogate advertising ?
31. What is e-marketing ?

(6 × 4 = 24 marks)

### Section D

*Write essays on any two of the following.*

32. Discuss the effects of advertising.
33. Elucidate the working of an advertising agency.
34. Discuss the advantages and disadvantages of YouTube.
35. Write about five common advertising techniques.

(2 × 15 = 30 marks)