D 51151 (Pages : 2) Name...

Reg. No...................................

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2018

Multimedia

SDC 5MM 18—GRAPHICS AND ANIMATION IN ADVERTISING

Time : Three Hours Maximum : 80 Marks

Section A

Write very short / Objective type answer on all **ten** *questions.*

1. What is advertising ?

2. In Latin, ad vertere means ——————.

3. Hoarding is also called ——————.

4. What is sky writing ?

5. Full form of ISO.

6. What is Bode Animation ?

7. Write names of any *two* world famous advertising agencies.

8. Expanded text ads are similar to the standard ——————.

9. —————— were the first form of web banners.

10. E-marketing is also known as internet or ——————.

(10 × 1 = 10 marks)

Section B

Write short answers on any **eight** *of the following questions.*

11. Explain print advertising.

12. What is radio ad ?

13. What is demand ?

14. Name four types of advertising ?

15. What is map advertising ?

16. What is SME ?

17. What is flex ?

18. What are illuminated billboards ?

19. What is classroom poster ?

Turn over

20. Write about a viral video.

21. What is talking babies ?

22. What is EU label ?

(8 × 2 = 16 marks)

Section C

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

23. Explain media mix.

24. Write about online advertsing.

25. What is text ads ?

26. What is fake close buttons ?

27. Expalin mass production.

28. Explain point of purchase ads.

29. Describe environmental friendly ads.

30. What is creativity ?

31. What is new media ?

(6 × 4 = 24 marks)

Section D

Write essays on any **two** *of the following questions.*

32. Write about five common advertising techniques.

33. What is convergent advertising ? Explain with example.

34. Compare digital and painted billboards with examples.

35. Explain seven functions and effects of advertising.

(2 × 15 = 30 marks)