**ST JOSEPH’S UNIVERSITY, BENGALURU -27**

Registration Number:

Date & Session

**BA Visual Communication– 6th SEMESTER**

**SEMESTER EXAMINATION: April 2024**

**(Examination conducted in May / June 2024)**

**VC 6123: INTRODUCTION TO ADVERTISING**

**(For current batch students only)**

**Time: 2 Hours Max Marks: 60**

**This paper contains ONE printed pages and THREE parts**

**PART-A**

**Answer any FIVE of the following in about 100 words. (5X5=25)**

1. Define advertising and distinguish it from public relations. Include examples to clarify the differences.
2. Describe the structure and functioning of an advertising agency.
3. Explain the concept of audience segmentation in advertising. Discuss why it is significant for an effective advertising campaign?
4. Name and describe any five types of media used in modern advertising.
5. Discuss the importance of media planning in advertising. How does it impact the success of an advertising campaign?
6. Explain the concept of brand equity. How does it contribute to a brand's overall success?
7. Explain the differences between inbound and outbound marketing.

**PART-B**

**Answer any TWO of the following in about 200 words. (2X10=20)**

1. Elaborate on the concept of targeting and positioning in an advertising campaign.
2. Discuss the ethical considerations in advertising. Provide examples of few unethical practices that should be avoided in advertising.
3. Explain the following concepts:
	1. Native advertising
	2. Social media advertising
	3. Paid search advertising
	4. Guerilla advertising
	5. Broadcast advertising.

**PART-C**

**Answer any ONE of the following in about 300 words. (1X15=15)**

1. Elaborate the process of creating and executing an advertising campaign. Include aspects such as brand management, choice of media (traditional vs. new media, including social media), and the importance of messaging strategies.
2. Analyze the role of consumer behavior in advertising. Discuss how understanding consumer behavior can influence various aspects of advertising.