

SECTION-C

5. How U.S.P. is applicable in advertising ?
6. What is appeal ? Describe the types of appeal with examples.

SECTION-D

7. Discuss about the Advertising budget and Methods of framing the Advertising.
8. Write about the following :
 - (i) Brand Image
 - (ii) Life cycle of brand

Exam. Code : 108105

Subject Code : 1907

Bachelor of Fine Art 5th Semester
(Specialization of Applied Art)

ADVERTISING PROFESSION & PRACTICE

Paper-III

Time Allowed—3 Hours]

[Maximum Marks—75

Note :— Attempt FIVE questions in all, selecting at least ONE question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

SECTION-A

1. Write about the Industrial, Trade and Social Advertising in detail.
2. Describe about Financial Advertising and Corporate Image Advertising.

SECTION-B

3. What do you know about the creative revolution in advertising ?
4. Describe the post war period and the depression year in context of advertising.