

BFA - 8th Sem. (Specialization of Applied Art)

(2720)

Paper: III

Advertising Profession & Practice

Time Allowed: 2 hrs.

Max. Marks: 100

Note: Attempt any four questions. All questions are of equal marks.

1. Discuss about the role of Advertising profession in our social life to interpret the philosophy of product design.
2. Write about Economic role of advertising value of product and its effect on demand and choice business.
3. Write about Legal aspects of advertising with examples in your words.
4. Discuss about design approach of campaign that shows consumer behaviour as factor of marketing.
5. Write about the objective of campaign in your words.
6. Write about Advertising design and its practice in the light of professional system and modes of social behaviours.
7. Write about main features of campaign design approach in detail.
8. Discuss about future of advertising design and how much it is socially useful according to human needs.
