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ANNA UNIVERSITY CHENNAI 600 025 Roll No _____
B.E. Printing Technology (Full Time) Degree Examination
Semester VI
PT 9025 Advertising Techniques

Max. Marks : 100

Total Time : 3 Hours

PART A

(10 X 2 = 20 marks)

Answer **ALL** Questions

All questions carry equal marks

1. What do you mean by "Advertising"?
2. Define "Proportion" with respect to print designing & advertising.
3. What is the role of a Printer in advertising?
4. Explain the role of culture with respect to advertising
5. What do you mean by Marketing?
6. Describe briefly "Selling" with examples.
7. What do you mean by a storyboard?
8. Why would a company involve itself in Public Relations?
9. Draw the organization structure of a typical advertising agency
10. What do you mean by Co Operative Advertising?

PART B

(5 X 16 = 80 marks)

Answer **ALL** Questions

All questions carry equal marks

11. Explain in detail with diagrams and suitable examples the details of the communication aspects of advertising.

12. (a) Describe in detail all the aspects of producing a television advertising commercial.

(OR)

- (b) Describe in detail with examples all the aspects of out of home advertising.

13. (a) Explain in detail Media Planning for advertising with appropriate examples

(OR)

- (b) Describe in detail the role of pricing in advertising.

14. (a) (i) Describe in detail with suitable diagrams all aspects of using the internet for advertising (8)

- (ii) Describe in detail "Consumer Buyer Behaviour" (8)

(OR)

- (b) (i) Explain in detail with examples "Marketing Channels" (8)

- (ii) Describe the various types of attack strategies that can be followed by a newspaper publishing company that is entering the Chennai newspaper area/market (8)

15. (a) Describe in detail the application of advertising techniques to be used by a packaging company for promoting its products & services.

(OR)

- (b) Write a detailed explanation on the conduct of a market survey for the topic "Advertising Ethics" with appropriate examples and questionnaire.