

**PARUL UNIVERSITY**  
**FACULTY OF FINE ARTS**  
**FA, Summer 2017 - 18 Examination**

**Semester: 6****Subject Code: 14104353****Subject Name: History of Design - IV****Date: 21/05/2018****Time: 02:00PM TO 04:30PM****Total Marks: 60****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.
5. Draw diagrams wherever necessary.

**Q.1 Answer the following.****A.** What is the role of an ad agency? Describe its structure with diagram. **(15)****B. Multiple choice type questions. (Each of 01 mark)** **(05)**

1. Public relations are defined as a \_\_\_\_\_ within an organization.
  - a. media-communication function
  - b. consumer-community function
  - c. leadership-management function
  - d. management-media function
2. Which of these steps is necessary before beginning the media plan?
  - a. Determine the target audience
  - b. Determine objectives
  - c. Determine budget
  - d. All of the above
3. YouTube, Flickr and Facebook are examples of what kind of collaborative media?
  - a. Social
  - b. Interactive
  - c. Sharing
  - d. New
4. Which of the following would be a duty of the creative department of a full service agency?
  - a. Overseeing and maintaining quality
  - b. Hiring and directing freelance illustrators and graphic designers
  - c. Copy research
  - d. All of the above
5. Which of the following product is more likely sold through personal selling?
  - a. Furniture
  - b. Laptops
  - c. Fast food
  - d. Hospital equipment

**Q.2** What are the factors influencing the planning of an Advertising Campaign? **(10)****Q.3 Write short notes. (Any Three)** **(15)**

1. Selling Methods
2. Ideas and Appeals in Advertising agency
3. Role of Creative Department
4. Media Planning
5. Public Relation Department

**Q.4** What do you mean by Campaign? What are the basic principles and purpose of the Campaign planning explain with suitable example? **(15)**