

PARUL UNIVERSITY
FACULTY OF FINE ARTS
FA, Summer 2018 - 19 Examination

Semester: 4
Subject Code: 14104252
Subject Name: History of Design- II

Date: 17/04/2019
Time: 2:00 pm to 4:30 pm
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. Describe after the period of expansion what is the major changes in advertising. **(15)**

B. Multiple choice type questions. (each of 01 mark) **(05)**

1. In the united state after vthe world war _____ grew to be third largest advertising medium.
 - a. News paper
 - b. Television
 - c. Web media
 - d. Outdoor
2. During the _____ a great medium was added to the existing formidable list of various media.
 - a. 1820
 - b. 1920
 - c. 1950
 - d. 1720
3. _____ is a full form of the american association of advertising agencies.
 - a. T.A.A.O.A
 - b. A.O.A
 - c. A.A.A.A
 - d. T.A.A.A.A
4. _____ in the period of consolidation most of the agencies plan complete advertising campaign.
 - a. 1920
 - b. 1850
 - c. 1940
 - d. 1947
5. In the _____ many advertiser had established their own market research & consumer research department.
 - a. Pre printing period
 - b. Period of scientific development
 - c. Period of consolidation
 - d. Period of expansion

Q.2 Difference between print media V/S broadcast media how effective it is? **(10)**

Q.3 Write short notes. (any three) (each of five marks) **(15)**

1. Compare colgate(ved shakti) v/s vedkanti television advertisement
2. Publicity of new launch any product.
3. "Media" explain with suitable example.
4. Use of effective marketing & advertising in social media.
5. Advertising structure map.

Q.4 Research is important how it effective in the advertising explain in your word. **(15)**