

PARUL UNIVERSITY
FACULTY OF FINE ARTS
FA, summer/ winter 2018 - 19 Examination

Semester: 6
Subject Code: 14104353
Subject Name: History of Design -IV

Date: 18/04/2019
Time: 2:00 pm to 4:30pm
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. Explain the structure, function & operation of an Advertising Agency. **(15)**

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

1. Campaign Means _____ advertisement use in publicity.

- A. Single**
- B. Group**
- C. Series**
- D. Dual**

2 New paper, Flyer, Poster, Paper advertisement are example of _____ media?

- A. Social**
- 2. Print**
- 3. Web**
- 4. Electronic**

3 Video conference through political leader speak there party propaganda this is example of _____ media.

- A. Broadcast**
- B. Online**
- C. Election**
- D. Electronic**
- E.**

4 Offset Printing is based on _____ color mode.

- A. GRB**
- B. CMYK**
- C. RGB**
- D. BRG**

5. _____ Media is better for upcoming film publicity.

- A. News paper**
- B. Television**
- C. Poster**
- E. Hording**

Q.2 Explain media? How media is effective in advertising. **(10)**

Q.3 Write short notes. (Any Three) (Each of five marks) **(15)**

1. Branding in advertising
2. The work of PR (Public Relation) department
3. Idea and appeal in advertising agency
4. Media research planning
5. Advertising USP

Q.4 Describe word campaign? What are the basic principles and purpose of campaign? **(15)**