

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

**Semester: 5**  
**Subject Code: 14104303**  
**Subject Name: History of Design-III**

**Date: 26/12/2017**  
**Time: 10:30am to 10:00pm**  
**Total Marks: 60**

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**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 are the types of advertisements regarding rules and regulations govern by India in advertising? **(15)**

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

1. Identify the type of appeal used in the following ad Max Life Insurance- "Aapke sacche advisor"
  - a. Health Appeal
  - b. Security Appeal
  - c. Love needs
  - d. Desire for Comfort
2. Which among the following is the factor affecting buyer's behaviour?
  - a. Occupation
  - b. Lifestyle
  - c. Family
  - d. All of the above
3. Identify the type of Ethical Issue in Advertisements of female hygiene products and undergarments.
  - a. Bad Taste
  - b. Controversial products
  - c. Advertising to Children
  - d. Puffery
4. In which year "The Young Persons (Harmful Publications) Act started?
  - a. 1955
  - b. 1940
  - c. 1956
  - d. 1904
5. A sports shoe manufacturer wants to design an ad for his product. As an advertiser which kind of motive would you suggest for his sports shoes?
  - a. Health Appeal
  - b. Love needs
  - c. Physiological motive
  - d. Profit motive

**Q.2** What do you mean by an advertising appeal? Discuss its relevance in the making of an advertisement. **(10)**

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

1. Trade Marks
2. Selling Point
3. Types of appeals
4. The rules on Radio and Television advertising.
5. U.S.P

**Q.4** What is meant by the term 'Buying Motives'? Explain various types of 'Buying Motives' with suitable example. **(15)**