PAPER ID-310080

Subject Code: RFAA703

Roll No: | | | | | | | | | | | | | |

BFA

(SEM VII) THEORY EXAMINATION 2020-21

DESIGN & COMMUNICATION PRACTICES V

Time: 3 Hours **Total Marks: 70**

Note: Attempt all sections.

SECTION A

1. Attempt *all* questions in brief. **2 x 7 = 14**

a) What do you understand by "Positive Message" in Advertising?
b) What is difference between 3D and 2D Animation?
c) What is USP in Advertising? Give example.
d) Give name of 5 Online Shopping Stores?
e) What is Outdoor media Advertising?
f) What is Online Advertising?
g) What is Digital Media?

SECTION B

2. Attempt *any three* of the following: **7 x 3 = 21**

a) How Advertising effect consumer?
b) What are the advantages and disadvantages of Advertising?
c) How Internet Advertising is essential for Online Stores?
d) Describe the ways Animation is used in Advertising.
e) Explain Role of Innovation within Print Advertising with suitable examples.

SECTION C

3. Attempt *any one* part of the following: **7 x 1 = 7**

a) What is the role of Consumer in Advertising?
b) Role of Social Media in Advertising. Describe.

4. Attempt *any one* part of the following: **7 x 1 = 7**

a) Social action through advertising. Define.
b) How Visual Advertising is different from Verbal Advertising?

5. Attempt *any one* part of the following: **7 x 1 = 7**

a) What are the advantages and disadvantages of Social Media?
b) Understanding Consumer behavior is important. Describe.

6. **Attempt *any one* part of the following:** **7 x 1 = 7**

a) Relationship between Consumer and Company. Describe.
b) What is the difference between Indoor and Outdoor media Advertising? Explain with suitable examples.

7. Attempt *any one* part of the following: **7 x 1 = 7**

a) What are the roles of Advertising in daily life?
b) Describe "KISS" Theory.