

PG Odd Semester (CBCS) Exam., December—2016

VISUAL ARTS

(3rd Semester)

Course No. : MVACC-301 (A/P/S)

Full Marks : 70

Pass Marks : 28

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

Candidates are to answer as per this specialization
Applied Arts Students shall answer MVACC-301 (A)
and Painting and Sculpture Students shall answer
MVACC-301 (P/S)

Course No. : MVACC-301 (A)

(Advertising Theory—III)

Answer **any one** question from each Unit

UNIT—I

1. How can the study of consumer behaviour help a marketing manager to develop and appropriate marketing strategy for the brand? 15

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(Turn Over)

2. What are the various stages that a consumer goes through before deciding to buy a particular brand? 15

UNIT—II

3. What is the role of advertising in positioning a brand? Describe the various positioning approaches. 15
4. What do you understand by creativity in advertising? Explain the various processes of creativity in advertising. 15

UNIT—III

5. Explain the concept of direct marketing and its functions. 15
6. What is corporate advertising? Write in brief about the different types of corporate advertising. 15

UNIT—IV

7. What is an advertising appeal? Discuss the major types of advertising appeals and their characteristics. 15

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(Continued)

(3)

8. "Internet advertising has a greater role to play in the changing buying pattern of a consumer." Explain. 15

UNIT—V

9. What do you mean by public relation? What are the advantages of public relation? 10
10. Write short notes on (any two) : 5×2=10
- (a) Brand awareness
 - (b) Ad banners
 - (c) Ad button
 - (d) Brand equity

(4)

Course No. : MVACC-301 (P/S)

(Visual Culture)

Answer *any one* question from each Unit

UNIT—I

1. Write a brief account on the basic characteristics of visual culture. 10
2. Write a short essay on rhetoric of image and discuss how the rhetoric of image relates with folk culture. 10

UNIT—II

3. Write in short on folk performance of India with suitable examples. 15
4. Analyze the important factors of today's cinema through the lens of the critical essay 'cinema/ideology/criticism (1)'. 15

UNIT—III

5. Discuss in brief about the role of multiculturalism in the theoretical practices of visual culture. 15

(5)

6. Write a note on the complementary relation between visual culture and orientalism. 15

UNIT—IV

7. Publicity images, advertisement and consumerism are the important notions of visual culture. Critically discuss with examples. 15
8. Write a brief account on the Pears' Soap Campaign with suitable example. 15

UNIT—V

9. 'Making a Beautiful Nude' is a politics of aesthetics. Discuss through the lens of visual culture. 15
10. Use of female body in popular advertisement is a serious issue of visual culture. Discuss. 15

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