

UNIT-IV

7. What do you mean by advertising campaign? What are the steps involved in developing an advertising campaign? 4+10=14
8. What is an identification mark? Write briefly about different types of identification mark with examples. 4+10=14

UNIT-V

9. Discuss the role of graphic design in our society. 14
10. Write short notes on (any two) 7x2=14
- (i) Mascot
 - (ii) Jingles
 - (iii) Headline
 - (iv) Silkscreen printing
 - (v) Flexography

2022/ODD/05/18/BVAC-502/388

UG Odd Semester Examination, 2022**VISUAL ARTS**

(5th Semester)

Course No.: BVAC-502
(Visual Communication-II)

*Full Marks: 70**Pass Marks: 28**Time: 3 hours*

*The figures in the margin indicate full marks for the questions.
Answer any five questions taking one from each unit.*

UNIT-I

1. Write in brief about the process involve in letterpress printing. 14
2. Discusss the role of creativity in advertising with suitable examples. 14

UNIT-II

3. What do you mean by advertising appeal? Write about the different types of appeals used by an advertiser with examples. 4+10=14
4. Write briefly on the importance of advertising in creating brand image. 14

UNIT-III

5. Write an essay on the principles and techniques of offset printing. 14
6. Discuss the various functions performed by an advertising agency. 14

Turn Over