

6. Write in brief about the importance of creativity in
advertising. 14

UNIT-IV

7. Write in brief about social responsibilities of
advertising. 14
8. Write in brief about the classification of advertising
with suitable examples. 14

UNIT-V

9. Write short notes (any two): 7x2=14
- (i) Intrapersonal communication
- (ii) Mass Communication
- (iii) Online Advertising
- (iv) Interpersonal Communication

PG Odd Semester Examination, 2022

VISUAL ARTS

(1st Semester)

Course No.: MVAC-101
(Advertising Theory-I)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

*The figures in the margin indicate full marks for the questions.
Answer any one question from each unit (from Unit-I to Unit-IV)
and Question No. 9 of Unit-V is compulsory.*

UNIT-I

1. What is communication? Write in brief about
different types of communications. 4+10=14
2. Write in brief about verbal and non-verbal
communication with suitable examples. 14

UNIT-II

3. What is direct mail advertising? Write in brief about
the advantages of direct mail advertising. 4+10=14
4. What are the different types of advertising media?
Write with suitable examples. 4+10=14

UNIT-III

5. What is advertising? Write in brief about the
functions of advertising. 4+10=14