

UNIT-IV

7. Why PR is important in IMC? Explain the advantage and disadvantage of PR activity? 5+10=15
8. Define direct marketing? Importance of DM growing day by day? Why? 5+10=15

UNIT-V

9. Answer any two question given the following : 5+5=10
- (i) Media Innovation
- (ii) Brand Awareness
- (iii) New Media

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

(3rd Semester)

Course No.: MVAC-301
(Advertising Theory-III)

*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. Unit-V is compulsory*

UNIT-I

1. How do you differentiate brand equity with brand loyalty explain with examples? 15
2. Define the term 'Brand'? Draw a conncteria between brand association with consumer. Explain with example. 5+10=15

UNIT-II

3. How do you differentiate the physical and psychological dimension of a brand? 15
4. Define brand image? Explain the significance of the components to create a brand image. 5+10=15

UNIT-III

5. "Consumer behaviour is effected by the cultural factor". Explain with example. 15
6. What are the different factors that determine attention in the advertising communication. 15