



PAPER ID-310080

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Subject Code: RFAA703

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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.