

D5BAG2202

Reg. No.....

Name:

FIFTH SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2024

ANIMATION AND GRAPHIC DESIGN

GAGD5B11T: GRAPHICS AND ANIMATION IN ADVERTISING

Time: 2 Hours

Maximum Marks: 60

**SECTION A: Answer the following questions. Each carries *two* marks.
(Ceiling 20 marks)**

1. What is advertising?
2. Comment on print advertising.
3. Name any two world famous ad agencies.
4. Define map ad.
5. What are billboards?
6. What do you mean by the term Wallscapes?
7. Distinguish between backlit and frontlit hoardings.
8. What are banners and wall posters?
9. Comment on sky writing.
10. List out the importance of universal advertising.
11. Define cultural icons.
12. What do you mean by environment conscious advertisements?

**SECTION B: Answer the following questions. Each carries *five* marks.
(Ceiling 30 marks)**

13. Explain functions of advertising.
14. Enumerate the five types of advertising.
15. Write a short note about web banner ads.
16. What is contextual advertising?
17. Describe the types of outdoor advertising.
18. Discuss the new trends in advertisements.
19. Distinguish between Cultural icons and cultural jamming.

SECTION C: Answer any *one* question. Each question carries *ten* marks.

20. "Advertising is an ever-evolving field, and creativity knows no bounds". Do you agree? Explain.
21. Enumerate the practices for creating impactful ads for new media.

(1 × 10 = 10 Marks)