

FIFTH SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2025

(Regular/Improvement/Supplementary)

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. Define Video Ad Format.
2. Comment on Convergent Advertising.
3. Define Cultural Jamming.
4. Give one example for contextual advertising.
5. State the meaning of illuminated hoarding.
6. Define Sky writing.
7. Define Balloon Ads.
8. State the functions of advertising.
9. Define Print advertising.
10. Comment on PR agencies.
11. Which banners are suitable for both indoor and outdoor?
12. What do you mean by talking babies?

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

13. Describe the types of hoarding.
14. What are the new trends in advertisements?
15. Explain about universal advertising.
16. What is marketing mix and media mix?
17. Discuss social and ethical issues in advertising.
18. Differentiate between pop-up and pop-under ads.
19. What is interstitial ad?

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

20. Explain the best ads that capture our attention and leave a lasting impression?
21. Discuss the best practices for creating impactful TV commercials.

(1 × 10 = 10 Marks)