(Following Paper ID and Roll No. to be filled in your Answer Books)	
Paper ID : 166817	Roll No.

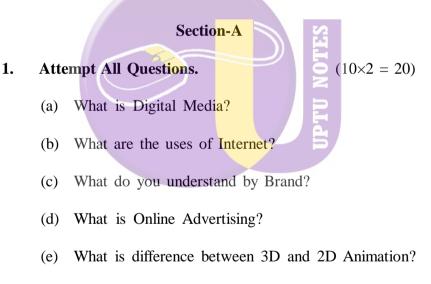
B.F.A.

Theory Examination (Semester-VIII) 2015-16

DESIGN & COMMUNICATION PRACTICE

Time : 3 Hours

Max. Marks : 100



- (f) What is Outdoor media advertising? Also give example.
- (g) What is Depth of Field?

(1) P.T.O. WWW.UPTUNOTES.COM

- (h) What is Animation?
- (i) What is USP in Advertising? Give example.
- (j) What is Aperture?

Section-B

2. Attempt Any 5 Questions. $(5 \times 10 = 50)$

- (a) How Internet Advertising is essential for Online Stores?
- (b) How Advertising effect consumer?
- (c) How Visual Advertising is different from Verbal Advertising?
- (d) What are the advantages and disadvantages of Social Media?
- (e) Define social action through advertising.
- (f) Understanding Consumer behavior is important. Describe.
- (g) Describe role of Social Media in Advertising.
- (h) What is Principle of Brand Building?

(2) P.T.O. WWW.UPTUNOTES.COM

Section-C

Attempt any two questions.

 $(2 \times 15 = 30)$

P.T.O.

- 3. Describe role of Photography in Advertising.
- 4. Write a note on Development of camera.
- 5. Describe the ways Animation is used in Advertising.

