

B. F.A. - 3rd Sem. (Special of Applied Art)

(2114)

Paper-I: Advertising Profession & Practice

Time allowed: 3 hrs.

Max. Marks: 50

Note ; Attempt any Five Questions from Section-A (Objective type)
Two Questions from Section-B (Short Type)
Three Questions from Section-C (Essay Type)

Section - A (5×2=10)

1. When was first Poster appeared in Advertising History?
2. Write the name of country, where first Poster was Published?
3. Which country hold first Inter national Advertising Exhibition?
4. When was Coca-Cola Advertised as a brand of soft drinks?
5. When was the first electric sign shone out on the market an New York?
6. Which country choose first advertising agency in the world?
7. Which product was used for its first advertisement: Real silk hosiery, Ford, Plymouth and Piano-Maker.

Section - B (2×5=10)

1. What is Visual Communication?
2. How artist Communicate their Ideas through Electric -Medium?
3. Which print medium communicate hand to hand to the masses for their publicity?
4. Who invented the letter into words for printing process?

Section - C (2×15=30)

1. Write a definition of Advertising?
2. Write the Principles of design?
3. Do you know Advertising play an interesting and important role in our economy & society, Explain it's.
4. How many colours are used in offset press for multi colour job and right the name of colours?
