

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: MAD
BRANCH: ANIMATION & MULTIMEDIA**

**SEMESTER : II
SESSION : SP/2025**

SUBJECT: AM409 ADVERTISING & NEW MEDIA

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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Q.1(a)	Briefly discuss the history of Advertising in India.	[5] 1	1
Q.1(b)	Explain different types of Advertising. Which form of advertising is the most effective one?	[5] 2	3
Q.2(a)	Elaborate the importance of copywriting in Advertising.	[5] 2	4
Q.2(b)	What do you understand by layout and design in print Advertisement?	[5] 4	3
Q.3(a)	Differentiate between folk and traditional media.	[5] 3	4
Q.3(b)	Explain the revolutionization of Advertising with the coming of internet.	[5] 5	4
Q.4(a)	What is E-Governance? Explain the role of ICT with examples.	[5] 4	2
Q.4(b)	Explain the uses and impact of Animation in Advertising.	[5] 4	5
Q.5(a)	Discuss the pros & cons of social media.	[5] 2	4
Q.5(b)	Explain the importance of "Formidable 4 th Screen" in Advertising.	[5] 5	5

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