

# NCC FINAL EXAM

A1. To communicate a message or to express a concept a certain way with a certain style.

A2. a) Interesting the reader (creating interest zone(s) + guiding the reader's eyes)

b) Favor the retention mechanism (to deliver an efficient message)

A3. a) Propaganda

b) Two step flow

A4. Message

A5.

A6. d) Direct in-person personal communication

A7. Identifying a target market helps a company develop effective marketing communication strategies. It helps to create brand loyalty and keeps firm competitive. By identified a target market you can craft messages that appeal specifically to the target publics.

A8. c) Subordinate

A9. Rule of Thirds

A10. True

A11. False

A12. False

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A13. e) B and D

A14. Unity

A15. Hierarchy

A16. Cyan, Magenta, Yellow

A17. Red + Yellow = Orange (secondary color)

A18. b) Equal parts of a primary and of a secondary color

A19. With zero saturation it will turn **Gray**.

A20. Complementary color

A21. By changing the Tint of the color.

A22. True

A23. a) 4

b) 12 and 2

c) 3, 2 and 1