



POORNIMA UNIVERSITY, JAIPUR.
MID SEMESTER EXAMINATION 2020-21 (ODD Semester)

School : School of Design & Arts
Course : II Year III SEM – B.V.A (Applied Art)
Subject Name : Advertising art - I
Subject Code : BAB03102

Max. Time: 1.5 hrs.

Max. Marks: 12

NOTE:- Attempt all questions.

Sec-A (CO 3) (Max. Marks-6)

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|------------|------------|---|----------------------------|
| Q.1 | (a) | Imagine yourself as an editor of a leading newspaper of your region. | Marks (3) |
| | | Suggest the Content writing for magazine advertisement for campaign on suitably promoting the habit of wearing masks. (Type: T, Solution: H, Blooms Taxonomy: Analyze) | |
| | (b) | Suggest the advertisement or campaign for children promoting online education and Do it yourself projects to keep positive mental health and focus on self-development. | (3) |

Sec-B (CO 4) (Max. Marks-6)

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| Q. 2 | (a) | Assuming yourself to be working as Graphic Designer at an advertising agency, Share your views on Advertising as Untruthful or Deceptive. | (3) |
| | (b) | Enumerate the role of Visualizer as a catalyst of social change | (3) |
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