Birla Institute of Technology and Science, Pilani, Pilani Campus

Mid Semester Examination

Second Semester 2021-22

GS F224: Print and Audio-Visual Advertising

MM: 60 10/03/2022 90 Mts

Q1. What are the different functions of advertising? Explain each one of them with appropriate examples.

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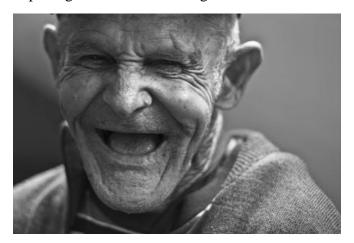
- Q2. Explain Maslow's need-based triangle. Classify the three appeals, illustrating with the right advertisement of each category.
- Q3. Write headlines for these three pictures by utilizing the linguistic devices mentioned against each:
 - a) Personification: Red Bull



b) Alliteration: T-Shirts



c) Graphological deviation : Google Pixel



Q4. Write short notes (100 words)on the following:

- a) "I want my clothes back" Luciano Benetton
- b) IMC and its seven tools
- c) AXE Campaigns

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