

**Birla Institute of Technology and Science, Pilani, Pilani Campus**

**Mid Semester Examination**

**Second Semester 2021-22**

**GS F224: Print and Audio-Visual Advertising**

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MM: 60

10/03/2022

90 Mts

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Q1. What are the different functions of advertising? Explain each one of them with appropriate examples. 15

Q2. Explain Maslow's need-based triangle. Classify the three appeals, illustrating with the right advertisement of each category. 15

Q3. Write headlines for these three pictures by utilizing the linguistic devices mentioned against each: 15

a) Personification : Red Bull



b) Alliteration : T-Shirts



c) Graphological deviation : Google Pixel



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

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