M.F.A. Examination, 2019
Semester IV
History of Art
Course code: AH/MFA 22
Elective Course: Advertising and Popular Culture

Time : 3 Hours **Full Marks: 60**

Questions are of equal value

*Answer **any three** questions*

1. Write in brief about visual communication of popular culture and its influence on advertising and branding in digital media.

2. "Indian advertising broke gender stereotypes over the years". Explain with suitable examples.

3. Write a note on the social and ethical issues in Indian advertising.

4. Discuss about the history of advertising in India.

5. "The advertising in India can be classified broadly into two categories". Explain.

6. Write short notes on *any two:* (2 X 10 = 20)

(i) Five basic functions of advertisements
(ii) Importance of advertisements
(iii) What is a logo
(iv) Use of mascots in advertising