

Printed Pages : 2



NFA-523

(Following Paper ID and Roll No. to be filled in your Answer Book)

**PAPER ID : 166503**

Roll No.

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**B. F. A.**

(SEM. V) (ODD SEM.) THEORY

EXAMINATION, 2014-15

**DESIGN & COMMUNICATION PRACTICES**

Time : 3 Hours]

[Total Marks : 80

**SECTION - A**

ANSWER ALL THE FOLLOWING QUESTIONS : 5×2=10

1. What is creative strategy?
2. Explain advertising research.
3. Write the importance of advertising research.
4. What is research method?
5. What is symbols?

**SECTION - B**

ANSWER ANY FOUR QUESTIONS : 4×10=40

6. Explain the role of research in creative strategy.

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7. Explain about the essential symbols.
8. Briefly explain the role of art Director in effective communication.
9. Explain how art director work on creative strategy.
10. What is packaging design?

**SECTION – C**

**3×10=30**

11. Explain print production.

**OR**

11. Explain the values of advertising research.

12. Briefly explain about copy-writing.

**OR**

12. Explain the role of copy writer.

13. Explain the relationship between advertising art and copy.

**OR**

13. Explain the types of research methods.
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