



SARVAJANIK UNIVERSITY

S-2026 Date: 06-05-26 Time: 09:30 AM to 11:30 AM

Regular / Backlog Exam

BVA-IV SEMESTER– VIII- EXAMINATION

Course Code: BVVA10804

Total Marks: 60

Course Name: Philosophy of Arts-V

Western Aesthetics-II / Theory of Advertising, Visual Communication & Media-II

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Q.1 to Q.3 for Painting and Sculpture specialization and Q.4 to Q.7 for Applied art specialization

Q1.	Evaluate the contribution of Benedetto Croce to aesthetic theory, focusing on intuition and expression. OR Explain the concept of symbolic expression in the theory of Jacques Lacan	15 marks
Q.2	Explain Susanne Langer's theory of art and symbolism and examine its relevance in modern aesthetics. OR Describe the theory of art and intuition, or art as a symbolic language, and explain how you judge it critically.	15 marks
Q.3.	Write a short note (any two) a) The theory of significant form by Clive Bell b) Roger Fry's ideas of design and vision. c) Explain the main features of Critique of Judgment by Immanuel Kant.	30 marks
Q.4.	[A] Multiple Choice Questions (10 marks) 1. AIDA stands for: a) Attention, Interest, Desire, Action b) Awareness, Impact, Decision, Action c) Attention, Insight, Design, Action d) Attraction, Influence, Demand, Action 2. Soft Sell advertising focuses on: a) Immediate purchase b) Emotional connection c) Price comparison d) Product features 3. OOH advertising refers to: a) Online ads b) In-app ads c) Public space advertising d) Email marketing 4. The 3Vs include: a) Visual, Value, Voice b) Verbal, Vocal, Visual c) Value, Vision, Verbal d) Voice, Visual, Volume	15 Marks

	5. A copy-heavy ad is also known as: a) Image-led b) Word-led c) Visual-led d) Direct ad 6. Retargeting means: a) Targeting new users b) Targeting competitors c) Targeting previous visitors d) Targeting random audience 7. The Halo Effect refers to: a) Negative perception b) Emotional storytelling c) One positive trait influencing overall perception d) Repetition in ads 8. Hard Sell advertising is best suited for: a) New audience b) Prospects familiar with brand c) Children d) Luxury products only 9. UX stands for: a) User Experience b) User Execution c) Unified Experience d) User Extension 10. A strong insight in advertising is: a) A visual style b) A tagline c) A human truth d) A product feature [B]. Fill in the Blanks (5 marks) 1. Soft sell = "Feel first, ____ later." 2. Hard sell = "Don't think, just ____." 3. The top of the funnel is ____. 4. The IKEA Effect increases value through ____. 5. Words ask us to follow, images invite us to ____.	
Q.5.	Short Answers (Any 4) 1. Explain Hard Sell vs Soft Sell with examples. 2. Differentiate between Word-led and Image-led advertising. 3. Explain the 3Vs (Verbal, Vocal, Visual) with examples 4. What is a Creative Brief? Why is it important? 5. Explain any two psychological effects in advertising with examples.	20 Marks
Q.6.	Long Answers 1. What is AIDA model? Explain each stage briefly. 2. "Advertising should make people feel seen, not sold to." Explain. 3. Analyze the importance of insight in advertising. How is it different from an observation?	15 Marks
Q.7	Case Study 1. Select any ONE brand and describe: One Word-led ad & One Image-led ad Analyze: • How does the copy communicate the message? • What does the visual communicate? • Which one is more effective and why?	10 Marks