



22102888

QP CODE: 22102888

Reg No :

Name :

B.A DEGREE (CBCS) REGULAR EXAMINATIONS, AUGUST 2022

Fourth Semester

B.A Mass Communication and Journalism Model I

Core Course - MC4CRT18 - ADVERTISING

2020 Admission Only

7F49B2CE

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define persuasion in advertising.
2. Define infotainment.
3. Explain the term public opinion.
4. Describe the term 'copy writer'.
5. Define the term 'continuity'.
6. Explain the term 'brand building'.
7. Describe the role of a creative director.
8. Define identified sponser in advertising.
9. Define media vehicles.
10. Define media mix.
11. Identify the personality 'David Ogilvy'.
12. Define crop.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Examine the use of propaganda in advertising.
14. Discuss the role of advertising in education sector.
15. Discuss about the effective use of media mix in advertising.
16. Describe the functions of an Advertising Agency.
17. Review the media options available to Indian viewers.
18. Make a brief note on the advantages of advertising through Cell Phone.
19. Describe the effects of advertising on children.
20. Make a note on effects of Advertising on Production Cost
21. Discuss the need for appropriate use of marketing mix.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Make a critique of an ad each from the TV, Radio, Print segments and give your comments on their effectiveness.
23. Discuss the types of Internet Advertising.
24. Discuss the impact of photographs in the layout and design of an advertisement.
25. Describe the roles played by the advertiser, advertising agency and the mass media in the advertising arena.

(2×15=30)

