

QP CODE: 20101008



Reg No : .....

Name : .....

**BA DEGREE CBCS EXAMINATION, MARCH 2020**

**Fourth Semester**

BA Mass Communication & Journalism

**CORE - MC4CRT18 - ADVERTISING**

2017 Admission Onwards

779FE41F

Time: 3 Hours

Marks: 80

**Part A**

*Answer any **ten** questions.*

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

1. Define social responsibility ads.
2. Define surrogate advertising.
3. Give an example for a PSA.
4. Define media planning.
5. Define the term 'pulsing'.
6. Define personal selling.
7. Define creative boutique.
8. Define 'E-mail' advertising.
9. Define banner ads.
10. Define AD appeals.
11. Describe the role of BARC.
12. Define ADMAR.

(10×2=20)

**Part B**

*Answer any **six** questions.*

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

13. Discuss about any two major advertising agencies.
14. Discuss the relevance of advertising in a consumerist society.





15. Describe the features of ad pretesting.
16. Discuss the role of a copywriter in an ad agency.
17. Review the statement- Radio Publicity has become a must of the modern Business.
18. Review the various jacket ads appearing in newspapers.
19. Discuss the objectives of Indian Society of Advertisers.
20. Discuss on the effects of advertising on standard of living.
21. Discuss the need of research in ad campaign.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

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

22. Describe the responsibilities of a copy writer.
23. Discuss the advantages of transit advertising.
24. Discuss the role of Media planning in advertising.
25. Make a critique on the ad competition ongoing in Indian market.

(2×15=30)

