



QP CODE: 24021307



24021307

Reg No :

Name :

B.A DEGREE (CBCS) REGULAR EXAMINATIONS, APRIL 2024

Fourth Semester

B.A Mass Communication and Journalism Model I

Core Course - MC4CRT18 - ADVERTISING

2017 Admission Onwards

19B1A022

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Define advertising.
2. Give an example for a retail ad.
3. Define the term display advertising.
4. Define illustration in ad.
5. Describe the speciality of retail advertising.
6. Define creative boutique.
7. Describe the role of a copywriter.
8. Identify any two notable advertising agencies in Kerala.
9. Define media vehicles.
10. Define advertising appeals.
11. Define brand awareness.
12. Define TRP.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Discuss the role of packaging in advertising.
14. Name any four successful ad campaigns launched in India.





15. Describe the term market analysis.
16. Describe the features of ad post testing.
17. Describe the advantages and limitations of television ads.
18. Review the statement- Radio Publicity has become a must of the modern Business.
19. Make a note on the important directives of code given by ASCI.
20. Make a note on Effects of Advertising on Production Cost.
21. Discuss the need of research in ad campaign.

(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. Describe the relevance of crisis management.
24. Discuss the role of Media planning in advertising.
25. Describe the merits and demerits of outdoor advertising.

(2×15=30)

