



QP CODE: 21102988



21102988

Reg No :

Name :

B.A DEGREE (CBCS) EXAMINATIONS, OCTOBER 2021

Fourth Semester

B.A Mass Communication and Journalism Model I

Core Course - MC4CRT18 - ADVERTISING

2019 Admission only

C5BB5952

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Explain the role of illustration in an ad.
2. Define the term prime time.
3. Explain the term PSA.
4. Explain the meaning of 'media mix'.
5. Explain the term 'packaging' in advertising.
6. Explain the term 'brand building'.
7. Describe the role of a creative director.
8. Describe the significance of direct mailing method.
9. Define outdoor media.
10. Define flighting.
11. Define scheduling.
12. Identify the aim of National readership survey.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Discuss the evolution of advertising in India.





14. Examine the concept of corporate social responsibility.
15. Discuss about the effective use of media mix in advertising.
16. Describe the organisation and working of an Advertising Agency.
17. Make a brief note on the advantages of advertising through Cell Phone.
18. Describe the advantages and disadvantages of outdoor media advertising.
19. Distinguish between product packing and packaging.
20. Describe the effects of advertising on consumer prices.
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. Describe various types of advertising with suitable examples.
23. Discuss the types of Internet Advertising.
24. Discuss the effects of advertising in children and youth.
25. Make an ad campaign for Kerala Tourism department.

(2×15=30)

