

19101549



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Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.) EXAMINATION, APRIL 2019

Fourth Semester

Mass Communication and Journalism

MC4 CR T18—ADVERTISING

(2017 Admissions)

Time : Three Hours

Maximum Marks : 80

Part A

*Answer any **ten** questions.
Each question carries 2 marks.*

- | | |
|---------------------|----------------------|
| 1. Target audience. | 2. Brand. |
| 3. AIDA. | 4. Logo. |
| 5. USP. | 6. TRP. |
| 7. Media kit. | 8. PSA. |
| 9. ASCI. | 10. Popup ads. |
| 11. Transit ads. | 12. POP advertising. |

(10 × 2 = 20)

Part B

*Answer any **six** questions.
Each question carries 5 marks.*

13. Explain the utility of National Readership Survey results for advertising sector.
14. Explain the elements of radio advertisement.
15. What is media planning ?
16. Discuss the legal and ethical boundaries of advertising.
17. Define publicity and differentiate it from propaganda.
18. Explain the advantages and disadvantages of online advertising.
19. Write a note on the evolution of advertising.

Turn over





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- 20. Define Marketing mix.
- 21. What is meant by digital media marketing ? Explain.

(6 × 5 = 30)

Part C

*Answer any **two** questions.
Each question carries 15 marks.*

- 22. Explain the principles and components of advertisement.
- 23. Explain the structure and functioning of adverting agencies.
- 24. Discuss the importance of media planning in advertising.
- 25. What is advertisement ? Explain the different types of advertisement.

(2 × 15 = 30)

