



QP CODE: 21101008



21101008

Reg No :

Name :

B.A DEGREE (CBCS) EXAMINATION, MARCH 2021

Fourth Semester

B.A Mass Communication and Journalism Model I

Core Course - MC4CRT18 - ADVERTISING

2017 Admission onwards

BAB79E66

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Explain the role of creative department in an ad agency.
2. Define classified advertising.
3. Define insitutional advertising.
4. Explain the use of trade fairs.
5. Describe the speciality of retail advertising.
6. Define full fledged ad agency.
7. Describe the role of an account executive.
8. Explain window display.
9. Define advertorials.
10. Explain the function of audimeter.
11. Define frequency in advertising.
12. Define MRUC.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Define the term advertising.
14. Discuss the various functions of advertising.





15. Examine the various parts of a print advertisement.
16. Describe the activities comprising creative design task Process.
17. Compare press advertising with broadcast advertising.
18. Review marketing through Social Sites.
19. Make a note on the functions of the Public Relations Society of India.
20. Explain the responsibilities of DAVP.
21. Explain the importance of ad planning.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Discuss the decision inputs required for making media vehicle choices for a corporate promotion.
23. Describe the essential parts of a print ad.
24. List your ideas to make an ad for an institutional promotional video.
25. Discuss this statement in the context of Indian market 'Advertising is catering to consumerism'.

(2×15=30)

