

Reg. No. :

Name :

**Fourth Semester B.A. Degree Examination, July 2018
(Career Related First Degree Programme under CBCSS)
Group 2(a)**

**JOURNALISM AND MASS COMMUNICATION AND VIDEO PRODUCTION
Core Course - VI
JC 1442 Advertising
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

I. Answer the following in **one/two** words or in **one/two** sentences :

(10×1=10 Marks)

- 1) Public Service Advertising.
- 2) N.W. Ayer.
- 3) Service ad.
- 4) Cooperative ad.
- 5) Advertiser.
- 6) AIDCA.
- 7) In film ad.
- 8) Direct mail ad.
- 9) Baseline.
- 10) Commercial.

II. Answer **any eight** questions in about **60** words.

(8×2=16 Marks)

- 11) Media positioning.
- 12) Political advertising.
- 13) Full service ad agency.
- 14) Testimonial approach.



- 15) Media schedule.
- 16) Children and Young Persons (Harmful) Publication Act and Advertising.
- 17) Out-door advertising.
- 18) 4Ps.
- 19) Online ads.
- 20) Copy writing.
- 21) Transit ad.
- 22) Media mix.

III. Answer any six of the following, each not exceeding 120 words. (6×4=24 Marks)

- 23) Define advertising and explain the main points.
- 24) What are the different headlines that are common in print ad ?
- 25) Critically analyse the portrayal of women in ads.
- 26) What are the economic aspects of advertising ?
- 27) Explain the functions of an ad agency.
- 28) What are the marketing roles of advertising ?
- 29) Define product/consumer ad. Explain how it affects people.
- 30) Differentiate between Life Style approach and Slice of Life approach in advertising.
- 31) Explain corporate advertising. Also enumerate different sub categories of corporate advertising.

IV. Write essays on any two of the following, each one not exceeding 500 words :

(2×15=30 Marks)

- 32) Explain the growth and evolution of advertising in India.
 - 33) Explain the steps in Media Planning in advertising.
 - 34) Local/Regional advertising is evolving day by day. Critically analyse this statement with special reference to ads of jewellery.
 - 35) Fear is said to be one of the successful appeal in advertising. Do you agree ? Give your views.
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