

Reg. No. :

Name :

**Fourth Semester B.A. Degree Examination, July 2019
(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 all the ten questions, each one in one or two sentences:

1. Trademark
2. ASCI
3. Brand Name
4. Idea Ads
5. Counter Advertising
6. Ad Copy
7. AAI
8. Direct Mail

9. Creative Dept of an Ad Agency

10. 'ad vertere'.

(10 × 1 = 10 Marks)

II. Answer any **eight** of the following, each one not exceeding **60** words:

11. Social Responsibility Advertising

12. Marketing Functions of Ads

13. Merits of Advertising

14. Elements of Advertising

15. Packaging in Ads

16. Functions of an Ad Agency

17. Broad sides

18. Economic Function of Advertising

19. Narrative Copy

20. Image Advertising

21. Slogans in Ads

22. Women in Ads.

(8 × 2 = 16 Marks)

III. Answer any **six** of the following, each one not exceeding **120** words.

23. Analyse the disadvantages of Advertising.

24. Advertising is 'salesmanship in print'. Explain.

25. Analyse five definitions of Advertising.

26. What are the basic functions of Advertising?

27. What is Public Service Advertising?
28. Advertising nourishes the purchasing power of man. Discuss.
29. Examine the role of illustrations in advertising.
30. Briefly discuss the different advertising copy formats?
31. Elucidate the importance of trademarks in advertising. (6 × 4 = 24 Marks)

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

32. Trace the genesis of advertising.
33. Examine the functions of the major departments of an advertising agency.
34. Write a radio script for a Public Service Advertisement.
35. 'It is easier to write 10 sonnets than an ad copy.' Elucidate.

(2 × 15 = 30 Marks)