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J – 1273

Reg. No. : .....

Name : .....

**Fourth Semester B.A. Degree Examination, March 2020**

**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:

1. AAAA
2. Client
3. Storyboard
4. Billboard
5. KISS
6. Rough cut
7. Financial advertising
8. Reach
9. Prime time
10. National advertising

**(10 × 1 = 10 Marks)**

P.T.O.

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

11. Advertorial
12. Local Advertising
13. Display ad
14. Plans board meeting
15. Boutique ad agency
16. Media commission
17. The Drug and Magical remedies act and advertising
18. Problem solution approach
19. DAVP
20. Media selection
21. Illustration in ad
22. Radio advertising

**(8 × 2 = 16 Marks)**

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

23. What is celebrity endorsement? Explain the specialities of celebrity endorsements with examples.
24. Explain the principles of copywriting.
25. Explain advertising as a process of communication.
26. Are the ads being regulated in India properly. Give your opinion.
27. Did the advent of FM Radio bring new life to radio advertising? Explain.

28. Explain the functions of Headlines in Print ad.
29. Write down the impacts of advertising in the society.
30. Critically analyse how advertising affects children.
31. Analyse aesthetically any of the commercial of your choice.

**(6 × 4 = 24 Marks)**

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

32. Explain the evolution of advertising worldwide.
33. Explain the functions of advertising.
34. Analyse the present status of advertising in Kerala.
35. Are the Media overloaded with ads? Critically analyse the relationship between media and advertising.

**(2 × 15 = 30 Marks)**