

Reg. No

Name

18P238

M. A. DEGREE END SEMESTER EXAMINATION- APRIL 2018
SEMESTER 2 : MASTER OF COMMUNICATION AND JOURNALISM
COURSE : 15P2MCJT07 ; ADVERTISING PRACTICE
(Common for Regular - 2017 Admission & Supplementary - 2016/2015 Admission)

Time : Two Hours

Max. Marks: 50

Section A
Answer any 5 (2 marks each)

1. What is marketing communication?
2. Define target audience.
3. Define Direct response advertising.
4. Define Jingle.
5. What is a creative strategy?
6. What do you mean by institutional advertising?
7. List down various advertising media

(2 x 5 = 10)

Section B
Answer any 5 (4 marks each)

8. Explain Functions and Relevance of advertising.
9. Explain the concept of In- door advertising.
10. Describe classification of advertisements on the basis of consumers.
11. Explain advertising as a process of communication.
12. Discuss about Surrogate Advertising
13. What is promotion?
14. Explain personal selling?

(4 x 5 = 20)

Section C
Answer any 2 (10 marks each)

15. Describe the features and active participants of advertising.
16. Explain the organization structure of an advertising agency, highlighting the role of each department in the organization.
17. Discuss various types of advertising appeals. What is the importance of Humor Appeal in advertising?

(10 x 2 = 20)