

Reg. No .....

Name .....

**M. A. DEGREE END SEMESTER EXAMINATION - MARCH 2020**  
**SEMESTER 2 : MASTER OF COMMUNICATION AND JOURNALISM**  
**COURSE : 15P2MCJT07 : ADVERTISING PRACTICE**  
*(For Regular - 2019 Admission & Supplementary 2018/2017/2016/2015 Admissions)*

Time : Two Hours

Max. Marks: 50

**Section A**

**Answer any 5 (2 marks each)**

1. Guerilla advertising
2. Direct Action Ads
3. Image Advertising
4. Write on Corporate film .
5. Ad Campaign
6. Trade mark
7. Advertising agency

(2 x 5 = 10)

**Section B**

**Answer any 5 (4 marks each)**

8. Elucidate the significance of Place Advertisements
9. Write a note on Corporate Social Responsibility
10. What is Copy writing?
11. Identify the challenges faced by Indian advertisers.
12. Discuss the qualities of a good ad copy writer
13. Discuss on the different departments and functions of a Full Service Ad Agency
14. What is sales promotion?

(4 x 5 = 20)

**Section C**

**Answer any 2 (10 marks each)**

15. Highlight the differences between regional, national and global advertisements. Explain with examples.
16. "Doing business without advertising is like winking at a girl in the dark". Comment.
17. What do you understand by DAGMAR approach? Discuss its significance in deciding the advertising objectives. Explain on grounds in which DAGMAR is being criticized.

(10 x 2 = 20)