

M. A. DEGREE END SEMESTER EXAMINATION - JULY 2021
SEMESTER 2 : MASTER OF COMMUNICATION AND JOURNALISM
COURSE : 15P2MCJT07 : ADVERTISING PRACTICE

(For Regular - 2020 Admission and Supplementary - 2019/2018/2017/2016/2015 Admissions)

Time : Two Hours

Max. Marks: 50

PART A

Write short notes on any 5 in about 50 words (2 marks each)

1. Advertising
2. Marketing communication
3. Infomercial
4. Copy Writer
5. Humorous Copy
6. Advertising agency
7. Cinema Advertising

(2 x 5 = 10)

PART B

Answer any 5 in about 100 words (4 marks each)

8. Discuss about Surrogate advertising.
9. Discuss in details on the objectives of Advertisement.
10. Discuss about the TV ad series of Pepsi .
11. Narrate the scope of copy writing in Advertising industry
12. Discuss in detail on the objectives of Advertising campaigns
13. Discuss on the necessary preparations to be done for Media planning
14. Critically evaluate the creative functions of an Ad agency

(4 x 5 = 20)

PART C

Answer any 2 (10 marks each)

15. Describe the features and key elements of Advertising.
16. Discuss the role and benefits of advertising to manufacturers, middlemen salespersons and customers.
17. Write a note on social and economic aspects of Advertising in contemporary Society

(10 x 2 = 20)