

Reg. No

Name

22P1040

M. A DEGREE END SEMESTER EXAMINATION : OCTOBER 2022

SEMESTER 1 : JOURNALISM AND MASS COMMUNICATION

COURSE : 21P1MCJT03 : ADVERTISING PRACTICE

(For Regular - 2022 Admission and Supplementary - 2021 Admission)

Duration : Three Hours

Max. Weights: 30

PART A

Answer any 8 questions

Weight: 1

1. What is B to B advertising? (R, CO 1)
 2. Define media research. (R, CO 1)
 3. What are Banner Ads? (R, CO 1)
 4. What is a Pop Up? (R, CO 1)
 5. What is a Scientific Copy? (R, CO 2)
 6. Define radio advertising. (R, CO 2)
 7. What is Brand Recall? (R, CO 5)
 8. Define Public Relations. (R, CO 1)
 9. What is meant by Direct Action Ads? (R, CO 1)
 10. What is the meaning of Surrogate Ads? (R, CO 1)
- (1 x 8 = 8)**

PART B

Answer any 6 questions

Weights: 2

11. Evaluate the significance of Place Advertisements. (E, CO 1)
 12. Explain the principles for writing an online ad copy. (U, CO 1)
 13. Explain a note on legal aspects of advertising. (U, CO 1)
 14. What is DAGMAR approach? (R, CO 1)
 15. What are the different types of advertising copies? (R, CO 2)
 16. Explain personal selling. (U, CO 1)
 17. Discuss on the elements of TV advertisements (Cr, CO 5)
 18. Discuss in detail on Product Positioning. (Cr, CO 1, CO 5)
- (2 x 6 = 12)**

PART C

Answer any 2 questions

Weights: 5

19. "Doing business without advertising is like winking at a girl in the dark". Explain. (U, CO 1)
20. Explain the functions of advertising agency. (U, CO 5)

21. Explain briefly on Advocacy advertising and Public Service Advertising with examples. (U, CO 1)
22. Explain the scope and functions of advertising. (U, CO 1)
(5 x 2 = 10)

OBE: Questions to Course Outcome Mapping

CO	Course Outcome Description	CL	Questions	Total Wt.
CO 1	Analyse the role and importance of advertising	An	1, 2, 3, 4, 8, 9, 10, 11, 12, 13, 14, 16, 18, 19, 21, 22	34
CO 2	Identify and differentiate the various tools of advertising	A	5, 6, 15	4
CO 5	Analyse the significance of Integrated Marketing Communication	An	7, 17, 18, 20	10

Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;