

Reg. No .....

Name .....

23U435

**B. A. DEGREE END SEMESTER EXAMINATION : MARCH 2023**  
**SEMESTER 4 : MASS COMMUNICATION AND JOURNALISM MODEL - I**

**COURSE : 19U4CRBCJ05 : ADVERTISING**

*(For Regular - 2021 Admission and Improvement / Supplementary - 2020 Admission)*

Time : Three Hours

Max. Marks: 75

**PART A**

**Answer All (1 mark each)**

1. What is soap opera?
2. What is farm advertising?
3. What is B to B advertising?
4. What is deceptive advertising?
5. What is 'Jingles'?
6. What is 'Sub-Headline'?

**(1 x 6 = 6)**

**PART B**

**Answer any 7 (2 marks each)**

7. Explain briefly on media buying agency?
8. Explain briefly on humorous ad copy?
9. Distinguish between public relations and advertising?
10. Explain briefly on advertising budget?
11. Explain briefly on financial advertisement?
12. Explain briefly on comparative ad copy?
13. Outline a short note on 'GREY WORLDWIDE'
14. Explain briefly on market share?
15. Outline a short note on 'JWT'
16. Explain briefly on 'Ogilvy and Mather'.

**(2 x 7 = 14)**

**PART C**

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

17. Explain the importance of market research in advertising.
18. What is advertising? Explain the process of advertising?
19. Discuss the advantages of print ads?
20. Explain the factors affecting the selection of promotion mix to be used?
21. What are the attributes of 'brand identity'?
22. Explain the principles and components of online ads.
23. Explain briefly the different components of TV Ads.
24. Define the meaning and importance of 'place' in marketing mix?

**(5 x 5 = 25)**

**PART D**

**Answer any 2 (15 marks each)**

25. Summarize the following; i) AIDA model ii) DAGMAR model iii) Maslow's hierarchy of needs.
26. Explain the different types of ad agencies?
27. Explain the major ad campaigns of 'Amul' in the context of branding.
28. Explain the different appeals in advertisements? Summarize its impact and effectiveness with suitable examples?

**(15 x 2 = 30)**