

Reg. No

Name

23P139

M. A. DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023

SEMESTER 1 : JOURNALISM AND MASS COMMUNICATION

COURSE : 21P1MCJT03 : ADVERTISING PRACTICE

(For Regular 2023 Admission and Improvement / Supplementary 2022/ 2021 Admissions)

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 Jingle. (R, CO 2)
 3. What is Consumer Feedback Method? (R, CO 5)
 4. What is Brand Extension? (R, CO 2)
 5. What is Ad Campaign? (R, CO 2)
 6. What is 'Price deal'? (R, CO 1)
 7. Define media research. (R, CO 1)
 8. What are Banner Ads? (R, CO 1)
 9. What is Advertiser? (R, CO 1)
 10. What is Floating Ads? (R, CO 1)
- (1 x 8 = 8)**

PART B

Answer any 6 questions

Weights: 2

11. Explain personal selling. (U, CO 1)
 12. Explain the different types of advertisements (U)
 13. Explain Integrated Marketing Communication. (U, CO 5)
 14. Explain briefly on Cooperative Advertising. (U, CO 1)
 15. Discuss on the elements of TV advertisements (Cr, CO 5)
 16. What are the different types of advertising copies? (R, CO 2)
 17. What various functions are performed by an advertising agency? (R, CO 2)
 18. What is production department in an advertising agency? (R, CO 1)
- (2 x 6 = 12)**

PART C

Answer any 2 questions

Weights: 5

19. How a product is different from a Brand? Explain. (U, CO 1)
 20. Explain briefly the process of creating advertisement (U, CO 1)
 21. Elaborate on the organisational structure of an advertising agency (R, CO 4)
 22. Discuss the role of Advertising in Marketing. (Cr, CO 5)
- (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, 6, 7, 8, 9, 10, 11, 14, 18, 19, 20	22
CO 2	Identify and differentiate the various tools of advertising	A	2, 4, 5, 16, 17	7
CO 4	Distinguish the process of media selection, media planning, and media buying	An	21	5
CO 5	Analyse the significance of Integrated Marketing Communication	An	3, 13, 15, 22	10

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