

M. A. DEGREE END SEMESTER EXAMINATION : NOVEMBER 2024**SEMESTER 1 : JOURNALISM AND MASS COMMUNICATION****COURSE : 24P1MCJT03 : ADVERTISING PRACTICE***(For Regular 2024 Admission and Improvement/Supplementary 2023/2022/2021 Admissions)*

Duration : Three Hours

Max. Weights: 30

PART A**Answer any 8 questions****Weight: 1**

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| 1. | What is meant by Direct Action Ads? | (R, CO 1) |
| 2. | What is Creative Boutiques? | (R, CO 1) |
| 3. | What is sex appeal? | (R, CO 1) |
| 4. | What is Direct Mail Advertising? | (R, CO 5) |
| 5. | What is Topical Copy? | (R, CO 2) |
| 6. | What is Logo? | (R, CO 2) |
| 7. | What is a Pop Up? | (R, CO 1) |
| 8. | What is Yellow Pages? | (R, CO 5) |
| 9. | What is Pre-testing? | (R, CO 1) |
| 10. | What is Brand Recall? | (R, CO 5) |
| | | (1 x 8 = 8) |

PART B**Answer any 6 questions****Weights: 2**

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| 11. | How Would you choose the best media to promote your advertisement? | (U, CO 5) |
| 12. | What is sales budget? | (R, CO 1) |
| 13. | Elaborate on the online advertising tools | (R, CO 4) |
| 14. | Identify the challenges faced by Indian advertisers. | (U, CO 1) |
| 15. | Explain DAGMAR Model | (E, CO 1) |
| 16. | Discuss the qualities of a good ad copy writer. | (Cr, CO 2) |
| 17. | Discuss the various stakeholders and their role in the advertising industry. | (Cr, CO 1) |
| 18. | Explain briefly on marketing mix and promotion mix. | (U, CO 5) |
| | | (2 x 6 = 12) |

PART C**Answer any 2 questions****Weights: 5**

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| 19. | Explain the relevance and importance of Marketing mix. | (U, CO 5) |
| 20. | What are the different types of advertising agencies? | (R, CO 5) |
| 21. | "Doing business without advertising is like winking at a girl in the dark".
Explain. | (U, CO 1) |
| 22. | Discuss in detail on the different types of advertisement copies. | (Cr, 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, 7, 9, 12, 14, 15, 17, 21, 22	23
CO 2	Identify and differentiate the various tools of advertising	A	5, 6, 16	4
CO 4	Distinguish the process of media selection, media planning, and media buying	An	13	2
CO 5	Analyse the significance of Integrated Marketing Communication	An	4, 8, 10, 11, 18, 19, 20	17

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