B. A. DEGREE END SEMESTER EXAMINATION - MARCH 2025

SEMESTER 4 : MASS COMMUNICATION AND JOURNALISM MODEL - I

COURSE : **19U4CRBCJ05 : ADVERTISING**

(For Regular 2023 Admission and Improvement/Supplementary 2022/2021/2020 Admissions)

Time : Three Hours

Max. Marks: 75

PART A
Answer All (1 mark each)

1. Define 'USP'?
2. What is Propaganda?
3. State the term double truck?
4. What is webmercials?
5. What is transit advertising?
6. Define 'Sub-Headline'?

(1 x 6 = 6)

PART B
Answer any 7 (2 marks each)

7. Explain briefly on advertising budget.
8. Write a short note on 'RK SWAMY BBDO'
9. Analyze media relation in advertisement.
10. Explain the functions of ASCI.
11. How do businesses use market segmentation to target specific customer groups and tailor their market efforts?
12. Analyze the basic features of radio commercials.
13. Illustrate a narrative ad copy.
14. Outline a short note on 'JWT'
15. Examine the functions of public relations and advertising?
16. Distinguish between publicity and advertising?

(2 x 7 = 14)

PART C
Answer any 5 (5 marks each)

17. Explain the significance of place in the marketing mix and its impact on customer satisfaction.
18. How do promotional activities such as advertising and sales promotion, impact the overall marketing mix? Explain.
19. What are the features of online ads?
20. Identify different attributes of 'brand identity'?
21. Discuss the qualities required for a good copy writer?
22. Explain briefly the different components of TV Ads.
23. Discuss the primary and secondary functions of advertising?
24. Explain the different types of headlines in ads.

(5 x 5 = 25)

PART D
Answer any 2 (15 marks each)

25. What is Ad Copy? Explain the different types of Ad Copies.

26. Discuss the role of social media platforms in brand building and public relations.

27. Explain the major ad campaigns of 'Maggi' in the context of branding.

28. Summarize the following; i) AIDA model ii) DAGMAR model iii) Maslow's hierarchy of needs.

(15 x 2 = 30)