

M. A. DEGREE END SEMESTER EXAMINATION : NOVEMBER 2025**SEMESTER 1 : JOURNALISM AND MASS COMMUNICATION****COURSE : 24P1MCJT03 : ADVERTISING PRACTICE***(For Regular - 2025 Admission and Improvement / Supplementary -2024 Admission)*

Time : Three Hours

Max. Weights: 30

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

1. Define publicity. (R, CO 5)
2. What is JWT? (R, CO 1)
3. Define Promotion. (R, CO 5)
4. What is Testimonial Copy? (R, CO 1)
5. What is Full Service Ad Agency? (R, CO 1)
6. What is Questioning Copy? (R, CO 2)
7. What is 'Price deal'? (R, CO 1)
8. What is Puffery? (R, CO 1)
9. Explain Brand Positioning (U, CO 2)
10. Define Direct Response Advertising. (R, CO 1)

(1 x 8 = 8)**PART B****Answer any 6 questions****Weights: 2**

11. Explain the concept of Indoor Advertising. (U, CO 1)
12. What are the differences between Brand identity and Visual Identity? (U, CO 1)
13. Discuss the relevance of script in ad film production . (Cr, CO 5)
14. What is DAGMAR approach? (R, CO 1)
15. What do you understand by fear appeal? Explain with examples. (R, CO 1)
16. What is Surrogate advertising? (R, CO 1)
17. Discuss about the scope of Surrogate Advertising. (Cr, CO 5)
18. Explain Brand Identity Prism (U, CO 2)

(2 x 6 = 12)**PART C****Answer any 2 questions****Weights: 5**

19. The patriotism, parental affection, style and comfort are the popular themes in the modern Indian advertisements :justify (E, CO 1)
20. Discuss about any two major advertising campaigns in India. (E, CO 1)
21. Elaborate on the importance of digital advertising (R, CO 5)
22. Discuss in detail on the evolution of Advertising in India. (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	2, 4, 5, 7, 8, 10, 11, 12, 14, 15, 16, 19, 20	26
CO 2	Identify and differentiate the various tools of advertising	A	6, 9, 18	4
CO 5	Analyse the significance of Integrated Marketing Communication	An	1, 3, 13, 17, 21, 22	16

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