



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

Fourth Semester Career Related B.A. Degree Examination, June 2016

First Degree Programme under CBCSS

Core Course – VI: (Journalism Mass Communication & Video Production)

AUJC442: Advertising

Time: 3 Hours

Max. Marks: 80

SECTION – A

Answer ALL the following, each in about one / two words or in one / two sentences.

1. Classified advertising
2. Airtime
3. Brand image
4. Mudra
5. 'The complete man' is the campaign theme used by ?
6. OOH advertising
7. Exhibitions
8. Corporate advertising
9. Newspaper advertisements
10. Jingles

(10 × 1 = 10 Marks)

SECTION – B

Answer any EIGHT questions, each in a paragraph not less than 60 words.

11. Infomercial
12. Social service advertising
13. Posters
14. Spectaculars
15. Web advertising

