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MAR IVANIOS COLLEGE (AUTONOMOUS) THIRUVANANTHAPURAM

Reg	eg. No. :	Name :
	Fourth Semester Career Related B.A. De	gree Examination, June 2016
	First Degree Programme i	,
C	Core Course – VI: (Journalism Mass Comm	unication & Video Production)
	AUJC442: Adver	tising
Tir	me: 3 Hours	Max. Marks: 80
	SECTION – A	A
A	Answer ALL the following, each in about one / tv	vo words or in one / two sentences.
1.	Classified advertising	
2.	Airtime	
3.	Brand image	
4.	Mudra	
5.	'The complete man' is the campaign theme use	ed by ?
6.	OOH advertising	
7.	Exhibitions	
8.	Corporate advertising	
9.	Newspaper advertisements	
10.	Jingles	
		$(10 \times 1 = 10 \text{ Marks})$

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

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- 16. Sandwichmen
- 17. Stickers
- 18. FMCG
- 19. CRM
- 20. Advertising appeals
- 21. Matrimonial ad
- 22. Ear panels

 $(8 \times 2 = 16 \text{ Marks})$

SECTION - C

Short essay type: Answer any SIX questions, each not less than 120 words.

- 23. Trace the origin and development of advertising.
- 24. Propose a code of ethics for the advertising industry in India.
- 25. Which are the major departments of an advertising agency?
- 26. Briefly examine the economic and social aspects of advertising.
- 27. What are the major factors to be kept in mind while selecting advertising media?
- 28. Explain the importance of truth in advertising.
- 29. What are the functions of advertising?
- 30. Explain how information revolution has influenced advertising.
- 31. Which are the professional organisations in the field of advertising?

 $(6 \times 4 = 24 \text{ Marks})$

SECTION - D

Long essay type: Answer any **TWO** questions, each not less than 300 words.

- 32. Talented creative people in advertising are 'born, not made'. Explain with examples.
- 33. Explain the distinctive features of advertising as compared with other forms of communication.
- 34. Examine the scope of advertising in India today.
- 35. Which TV commercial has attracted you very much? Give reasons for your liking.

 $(2 \times 15 = 30 \text{ Marks})$