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Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2023**

Mass Communication and Journalism

JOU 5B 10—ADVERTISING

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A

*Answer any number of questions each not exceeding 50 words.
Each question carries 2 marks. Ceiling of marks for Part A is 25.*

1. Dentsu.
2. Product advertising.
3. Media planning.
4. Segmentation.
5. Digital marketing.
6. Brand identity.
7. Brand ambassador.
8. Classified ad.
9. ABC.
10. Target audience.
11. Layout.
12. Visualization.
13. USP.
14. Clutter.
15. Outdoor advertising.

Turn over

Part B

Answer any number of questions each not exceeding 100 words.

Each question carries 5 marks.

Ceiling of marks for Part B is 35.

16. Describe Rossiter and Percy model with examples.
17. State the merits and demerits of radio ad.
18. Explain the techniques of visualization in ad.
19. Analyze the role of ad in brand building.
20. How does ad affect cultural values ?
21. Discuss the services rendered by an ad agency.
22. Describe with examples the functions of advertisements.
23. Describe importance of design in ad.

Part C

*Answer any **two** questions not exceeding 400 words.*

Each question carries 10 marks.

24. Delineate the importance of creativity in ad with examples.
25. Critically analyze stereotyping in ad with examples.
26. How does advertisement influence your tastes and interests in buying products ? Explain.
27. Suggest creative ideas to promote three brands of your choice.

(2 × 10 = 20 marks)