FOURTH SEMESTER BA DEGREE EXAMINATION
(Career Related First Degree Programme under CBCSS 2014 Adm.)

Group 2 (a) : MALAYALAM AND MASS COMMUNICATION

VOCATIONAL COURSE-V

MX 1471 ADVERTISING

MODEL QUESTION PAPER

- Time: 3 Hours
- Maximum: 80 MARKS

I. Write answer in one word or maximum two sentences to the following:

1) ASCI
2) Jingles
3) DAVP
4) Testimonials
5) Transit Ad
6) PSA
7) Puffery
8) Skywriting
9) Brand Image
10) Trade Marks

(1x10=10 Marks)

II. Write short answers to eight questions each in about 60 words

11) Explain mobile advertising
12) Discuss what telebrandshow is
13) Explain hoardings
14) What is viral video?
15) Write a brief note on Marketing Mix
16) Explain advertising clubs

(1x10=10 Marks)
17) Explain Media Mix

18) Discuss the role of AAAI

19) Explain the importance of appeals

20) Explain who is brand ambassador

21) what is advertising campaigns

22) Explain oral advertising (8x2=16 Marks)

III. Give short essay type answer to any six questions.

23) Define advertising and explain its functions

24) Discuss the appeals used in any TV ad

25) Explain the different types of online advertising

26) Outline the functions of advertising agencies

27) Identify the characteristics of classified advertisement.

28) Explain the various professional organizations related with advertising

29) Analyse the structure of a print ad?

30) Discuss the importance of code of ethics in advertising (6x4=24 Marks)

IV) Write long essays to any two questions

31) Discuss the socio economic importance of advertising

32) Critically analyze the current trends in advertising

33) What is the principle of scripting an ad for the visual media?

34) Explain the importance of advertising as a mass communication (2x15=30 Marks)