

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 MARKSI

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

- 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)