

Reg. No. :

Name :

Fourth Semester B.A. Degree Examination, May 2021
Career Related First Degree Programme under CBCSS

Malayalam & Mass Communication

Vocational Course V

MX 1471 : ADVERTISING

(2015 - 2018 Admn)

Time : 3 Hours

Max. Marks : 80

I. Write answer in one or two sentences.

1. Agate line.
2. Copy Writer.
3. Voice over.
4. AAAI.
5. Advertorial.
6. Narrowcasting.
7. Brand,
8. PoP.
9. USP.
10. DAVP.

(10 × 1 = 10 Marks)

II. Write answers to **eight** questions, in about 60 words.

11. What is AIDA formula?
12. Explain Story Board.
13. Explain Propaganda.
14. What is door to door selling?
15. What is Hoardings?
16. What is an Advertising Agency?
17. Who is a Brand Ambassador?
18. What is an Advertising Campaign?
19. What is Pop Up?
20. What is meant by Media Mix?
21. Explain What is OOH?
22. What is DAGMAR approach?

(8 × 2 = 16 Marks)

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

23. What is Advertising? Describe the different types of Advertising?
24. Discuss the impact of New Media Advertising on Print Media Advertising.
25. Explain the different departments in an Advertising Agency.
26. Explain the various professional organizations related with Advertising.
27. Discuss the steps in Copy Writing?
28. What is the structure of a Print advertising copy?

29. Discuss the governing factors of Media selection in advertising.

30. Describe the advertising codes of ethics of ASCI.

31. Advertising is a Mass Communication process. Substantiate.

(6 × 4 = 24 Marks)

IV. Write long essays to any **two** questions.

32. Discuss the effects of Advertising?

33. Describe the guidelines for writing Radio advertising copies.

34. Describe in detail the elements of advertising.

35. What is meant by advertising appeal? What are the different kinds of Ad appeals?

(2 × 15 = 30 Marks)
