

Reg. No. :

Name :

Fourth Semester B.A. Degree Examination, May 2021

Career Related First Degree Programme under CBCSS

Malayalam And Mass Communication

Vocational Course V

MX 1471 ADVERTISING

(2019 Admission Regular)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** the ten questions, each one in one or two sentences:

1. DAVP
2. Jingles
3. AAAI
4. Pop up Ad
5. Target audience
6. Bandwagon advertising
7. Media scheduling

8. Trail
9. Brand switch
10. Media Mix

(10 × 1 = 10 Marks)

II. Answer **any eight** of the following, each one not exceeding **60** words.

11. What is sky writing?
12. Brand Ambassador
13. Explain display ads
14. What is billboard?
15. Explain the role of advertising agencies
16. What are the elements of print advertising?
17. Explain hoardings.
18. What is advertising campaign?
19. What is classified ad?
20. Explain the types of online ads
21. Explain the effects of advertising in society.
22. How to select a media for advertisements?
23. What do you mean by social advertisements?

24. Alyque Padamsee
25. Write a short note on Amazon.
26. Sistas Advertising

(8 × 2 = 16 Marks)

III. Answer **any six** of the following, each one not exceeding **120** words.

27. Analyse the structure of any radio ad.
28. Write a script for a radio advertisement.
29. Explain the code of ethics of advertising.
30. Explain the current trends in advertising.
31. What is media Strategy?
32. What are the principles of copy writing?
33. How to visualise an advertisement?
34. Explain the role of advertising agencies.
35. How to write a script for a TV ad?
36. Write a note on Ad agency
37. What are the elements of advertising lay out?
38. Explain DAGMAR.

(6 × 4 = 24 Marks)

IV. Write essays on **any two** of the following, each one not exceeding **500** words.

39. Explain the present status of advertising in India.
40. What are the social aspects of advertising? Explain with suitable examples.
41. Explain the importance of advertising as mass communication.
42. Explain the types of advertising agencies with suitable examples.
43. What are the different aspects of an advertiser should consider while selecting an advertising agency?
44. What is advertising appeal? Explain the different types of appeals.

(2 × 15 = 30 Marks)