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Reg. No. :

Name :

Fourth Semester B.A. Degree Examination, July 2024
Career Related First Degree Programme under CBCSS

Malayalam and Mass Communication

Vocational Course V

MX 1471 : ADVERTISING

(2021 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

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

1. Promotional Ads
2. Branding
3. Continuity
4. ASCI
5. Jingles
6. Media mix
7. Target audience
8. DAVP
9. Pop up
10. Sky writing

(10 × 1 = 10 Marks)

P.T.O.

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

11. Brand ambassador
12. Billboard
13. HTA
14. Online advertising
15. Transit ads
16. Viral videos
17. OOH
18. Positioning
19. Display ads
20. Hoardings
21. Brand switch
22. Media scheduling

(8 × 2 = 16 Marks)

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

23. Explain the importance of appeals in advertising.
24. What are the principles of copy writing?
25. Explain the role of advertising agencies.
26. Write a 30 second ad script for TV.
27. What are the social roles of advertising?

28. Explain print advertising.
29. What are the professional organizations of advertising?
30. Explain the economic aspects of advertising.
31. Analyze the structure of a TV Advertisement.

(6 × 4 = 24 Marks)

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

32. How to select media for an advertisement? Explain with examples.
33. Discuss the present status of advertising industry in India.
34. Explain the role of marketing in advertising.
35. Critically evaluate the growth and development of advertising in India

(2 × 15 = 30 Marks)