THIRD SEMESTER FYUGP EXAMINATION, NOVEMBER 2025

Discipline Specific Core (DSC) Courses - Major

JOU3CJ202 : Advertising theory and practice

(Credits: 4)

Time: 2 Hours	Maximum Marks: 70

Section A

Answer the following questions. Each carries 3 marks (Ceiling: 24 marks)

No.	Question	BL	CO
1.	Public Service Advertising.	BL1	CO1, CO4
2.	Comment on USP.	BL2	CO2, CO3, CO6
3.	Brand Mascots.	BL1	CO1, CO3, CO6
4.	Explain psychographics with reference to advertising.	BL2	CO2
5.	What does the Elaboration Likelihood Model emphasize?	BL2	CO2
6.	Write a short note on fear appeal.	BL1	CO2, CO3, CO6
7.	What is unique about the AIDCA model?	BL2	CO2
8.	State any two types of advertising media.	BL2	CO1, CO2, CO6
9.	List any two procedural laws relating to advertising.	BL1	CO4
10.	Mention the features of good advertising language.	BL1	CO3, CO6

Section B

Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)

No.	Question	BL	CO
11.	Evaluate the effectiveness of statutory bodies in regulating advertising content.	BL5	CO1, CO6
12.	Apply ethical frameworks to evaluate controversial ad campaigns (choose any example).	BL3	CO1, CO6

(PTO)

13.	Distinguish between brand campaigns and social campaigns using suitable case studies.	BL4	CO1, CO2, CO5
14.	What are the positive and negative impacts of advertising on society. Discuss with examples.	BL5	CO1, CO6
15.	Discuss the cultural consequences of advertising with one detailed Indian example.	BL2	CO1
16.	Explain the process of planning an advertising campaign.	BL2	CO5
17.	Compare traditional advertising with online advertising.	BL2	CO3
18.	Evaluate the print advertisement of AMUL brand with examples.	BL3	CO1, CO2, CO5
	Section C		
	Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)		
19.	Assess changes in gender portrayal in Indian advertising since liberalization.	BL5	CO1, CO6
20.	Analyze the use of rhetorical devices in print versus digital campaigns.	BL4	CO2, CO3, CO4, CO5
	CO : Course Outcome		
	BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)		