QP CODE: D3BJM2403	**(Pages: 2)**	**Reg. No**	**: .....**
		Name	**: .....**

THIRD SEMESTER FYUGP EXAMINATION, NOVEMBER 2025

Discipline Specific Core (DSC) Courses - Minor

JOU3MN204 : Advertising and Copy writing

(Credits: 4)

Time: 2 Hours **Maximum Marks: 70**

Section A

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

Write short notes on:

1.	Bandwagon appeal.	BL1	CO1, CO2
2.	Copywriting.	BL1	CO2, CO3, CO4, CO6
3.	Logo as brand identity.	BL1	CO2, CO3, CO4, CO5
4.	Misleading ads.	BL2	CO3, CO4, CO5, CO6
5.	Originality as a component in Creativity.	BL1	CO2, CO3, CO4, CO5
6.	Media planning.	BL2	CO2, CO3, CO4, CO6
7.	Target audience profiling.	BL2	CO2, CO3, CO4, CO6
8.	Taste of India.	BL2	CO2, CO3, CO4, CO5
9.	Consumer Protection Act.	BL2	CO3, CO4, CO5, CO6
10.	Click-through rate (CTR).	BL2	CO2, CO3, CO4, CO6

Section B

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

11.	Explain how advertising classifications help in targeting the audience effectively.	BL3	CO1, CO2, CO6
12.	Describe the significance of a unique selling proposition (USP) in developing an advertisment strategy.	BL4	CO2, CO3, CO4, CO6
13.	Analyze the use of humor, puns, and rhyming in famous ad slogans.	BL4	CO2, CO3, CO5, CO6
14.	Evaluate the effectiveness of statutory bodies in regulating advertising content.	BL5	CO4, CO5, CO6

(PTO)

15.	Evaluate the impact of advertising on India's economy with examples from different sectors.	BL5	CO4, CO5, CO6
16.	Discuss the challenges faced by advertisers in the digital age.	BL4	CO1, CO2, CO6
17.	Briefly describe the role of an advertising agency in the fields of advertising and marketing.	BL2	CO2, CO3, CO4, CO6
18.	Explain how advertising functions as a tool of communication within society.	BL2	CO2, CO3, CO4, CO6
	Section C		
	Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)		
19.	Critically analyze the philosophies and creative approaches of famous advertising personalities. How do their contributions reflect larger shifts in the business, cultural, and social dimensions of advertising?	BL3	CO1, CO2, CO6
20.	To what extent do advertisements serve as a primary medium for propagating stereotypes? Support your perspective with relevant examples.	BL5	CO3, CO4, CO5, CO6
	CO : Course Outcome		
	BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)		