

**FIFTH SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2022**

**(Supplementary – 2018 Admission)**

**MASS COMMUNICATION**

**ABCJ5B10T: ADVERTISING**

**Time: 3 Hours**

**Maximum Marks: 80**

**PART A: Answer any five questions not exceeding 50 words. Each carries 3 marks.**

- 1. Town criers
- 2. Media planning
- 3. Brand loyalty
- 4. Jingle
- 5. Sound effects
- 6. ASCI
- 7. ABC
- 8. Ogilvy
- 9. Surrogate advertising

**(5 × 3 = 15 Marks)**

**PART B: Answer any seven questions not exceeding 100 words. Each carries 5 marks.**

- 10. Differentiate between advertising and propaganda.
- 11. Why is the selection of media important in advertising?
- 12. Cite some examples of successful advertising campaigns.
- 13. "A unique selling proposition is very crucial in product advertising". Comment on the statement.
- 14. Differentiate between brand identity and brand image.
- 15. Briefly suggest how to create brand awareness among consumers.
- 16. Distinguish between the display and classified advertisements.
- 17. What are the do's and don'ts of radio copywriting?
- 18. Why is visualisation vital in print advertisements?
- 19. Discuss the components of a television commercial.
- 20. Enlist some important professional organisations related to advertising.
- 21. Advertising tends to develop monopolies. Comment

**(7 × 5 = 35 Marks)**

**(PTO)**

**PART C: Answer any two questions not exceeding 400 words. Each carries 15 marks**

22. What does an advertising agency do? Illustrate the organisational structure of an advertising agency.
23. Elucidate the types of internet advertisements with examples.
24. Prepare a copy of a print advertisement for a product of your choice explaining each component.
25. Discuss the social and ethical issues of advertising with recent examples.

**(2 × 15 = 30 Marks)**