

FIFTH SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2022**(Regular/Improvement/Supplementary)****MASS COMMUNICATION****GBCJ5B10T: ADVERTISING****Time: 2 ½ Hours****Maximum Marks: 80****SECTION A: Answer the following questions. Each carries 2 marks.****(Ceiling 25 Marks)**

1. Trade mark
2. J. Walter Thompson
3. Online Advertisements
4. Product Research
5. Concept testing
6. Corporate Logo
7. Multi-branding Strategy
8. Rossiter and Percy Model
9. Jingles
10. Google ad sense
11. Story board
12. Video ads
13. Classified ads
14. Ethics of advertising
15. Intrinsic value

SECTION B: Answer the following questions. Each carries 5 marks.**(Ceiling 35 Marks)**

16. What are the functions of advertising?
17. What are the different stages of an advertising campaign?
18. Describe 'Sub-branding' and 'Brand Extension'
19. Explain the terms 'Brand Image' and 'Brand Loyalty'
20. Discuss the stages of Television ad production.
21. Explain the significance of visualisation in copywriting.
22. The Do's and Don'ts of effective copywriting.
23. Describe copy writing techniques for internet advertisement.

SECTION C: Answer any 2 questions. Each carries 10 marks.

24. Give a description on different types of advertising agencies.
25. Define 'Media Scheduling'. Explain the three classic scheduling models.
26. Evaluate the principles and components of print advertisements.
27. 'The presence of ASCI helps to achieve maximum transparency and standardisation in advertisements in India'. How?

(2 x 10 = 20 Marks)