

FIFTH SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2023**(Regular/Improvement/Supplementary)****JOURNALISM & MASS COMMUNICATION****GBCJ5B10T: ADVERTISING****Time: 2 ½ Hours****Maximum Marks: 80****SECTION A: Answer the following questions. Each carries *two* marks.****(Ceiling 25 Marks)****Write short note on:**

1. ABC.
2. Advertising and culture.
3. Demand based Advertising.
4. AAAI.
5. Media Segmentation.
6. Ad campaign.
7. Alyque Padamsee.
8. Brand Parity.
9. Pre-printed Inserts.
10. Different types of animations used in commercials.
11. Banner ads.
12. Niche Marketing
13. Social issues of advertising.
14. Market Analysis
15. Subliminal Advertising.

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

16. Discuss the role of advertisement agencies in brand building.
17. Write brief notes on 'Prime time Advertising'.
18. Describe different approaches used in Advertising campaign.
19. Comment on 'Media Scheduling'.
20. Differentiate between 'Brand Image' and 'Brand Identity'.
21. Describe the elements that are essential for writing a good copy for Radio Commercial.
22. Write short notes on economic issues of advertising.
23. Discuss the code of ethics of ASCI.

(PTO)

SECTION C: Answer any *two* questions. Each carries *ten* marks.

24. Different media platforms like Print, Radio, TV and Internet require different methods for ad copy writing'. Elaborate the statement with suitable examples.
25. Critically evaluate the functions played by advertisements in Indian society.
26. Imagine that you are assigned to brand a new Ayurveda company across the global market. Explain your strategies for branding the company.
27. 'Social media advertising needs strategic planning'. Do you agree with this statement? Why?

(2 x 10 = 20 Marks)