

FIFTH SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2024

(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 notes on:

1. Testimonial.
2. Typography.
3. Target Audience.
4. Ogilvy & Mather Ltd.
5. Social media promotion.
6. ASCI.
7. Rossiter Percy Model.
8. Brand loyalty.
9. Radio Mango.
10. AAAI.
11. Globalization.
12. Billboards.
13. QR Code.
14. Packaging.
15. Co-branding.

SECTION B: Answer the following questions. Each carries *five* marks.

(Ceiling 35 Marks)

16. Enumerate the strategies of media segmentation and positioning of an advertisement.
17. Explain the term Brand Awareness.
18. Explain the process of copy writing for TV ads'.
19. Write a note on the role advertising agency in product promotion.
20. Elaborate on the effect of advertisement on culture.
21. Suggest some measures to overcome the negative effects of ads.
22. Write an account on brand identity.
23. Differentiate between classified ad and print ad.

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

24. "Advertising enables the unending cycle of consumerism". Discuss.
25. 'Media planning often helps advertisers in a positive way'. Explain.
26. Elaborate the process of Television Commercial production.
27. Critically evaluate the general strategies used for visualization of an advertisement?

(2 x 10 = 20 Marks)