

B.A DEGREE (C.B.C.S.) EXAMINATION

SECOND SEMSTER

B.A POLITICAL SCIENCE MODEL II

ADVERTISING: THEORY AND PRACTICE

TIME : 3HR

Maximum Marks : 80

Part A

Answer any **ten** of the following questions.

Each questions carries 2 marks.

1. ASCI
2. Slogan
3. Jingles
4. CPC
5. Mascot
6. Fear Appeal
7. Secondary Demand Advertisement
8. Full Service Agency
9. Surrogate Advertising
10. AIDA
11. Banner Ads
12. POP

(10x2=20)

Part B

Answer any **six** Questions.

Each question carries 5 marks.

13. Explain the key elements of Advertising
14. Briefly discuss the different types of Advertising Agencies
15. Discuss the elements of a print media Ad copy
16. Explain the basic objectives of Advertising
17. Elucidate the legal aspects of Advertising in India

18. Evaluate the types of Media used in Advertising
19. Examine the code of conduct prescribed by ASCI
20. Explain the methods used in measuring Advertising Effectiveness
21. Discuss the importance of Advertising Budget
(6x5=30)

Part C

Answer any **two** questions.

Each question carries 15 marks.

22. Explain the different types of Advertisement with suitable examples
23. Evaluate the quality and narrate on different types of Advertising copies
24. Explain the impact of Advertising Appeals on women
25. Advertising is an effective tool to conquer the market: discuss
(15x2=30)