



QP CODE: 25020001

25020001

Reg No : .....

Name : .....

**B.A DEGREE (CBCS) ) REGULAR/ IMPROVEMENT/ REAPPEARANCE / MERCY  
CHANCE EXAMINATIONS, FEBRUARY 2025**

**Fourth Semester**

B.A Mass Communication and Journalism Model I

**Core Course - MC4CRT18 - ADVERTISING**

2017 Admission Onwards

1D4A34E3

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Discuss the term 'non personal presentation' in advertising.
2. Define copy.
3. Explain the term product life cycle.
4. Explain the term 'packaging' in advertising.
5. Define personal selling.
6. Define full fledged ad agency.
7. Describe the role of an account executive.
8. Identify any two notable advertising agencies in India.
9. Define media vehicles.
10. Define gender stereotyping.
11. Define scheduling.
12. Define MRUC.

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain the concept publicity.





14. Discuss the concept of public service advertising.
15. Examine the need for preparation of effective copy in ads.
16. Describe the term market analysis.
17. Describe the advantages and limitations of television ads.
18. Make a brief note on the advantages of advertising through Cell Phone.
19. Make a note on ethics in Advertising.
20. Describe the use of positive product appeals in advertising.
21. Discuss the features of ad campaigns.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Discuss the decision inputs required for making media vehicle choices for a corporate promotion.
23. Describe the essential parts of a print ad.
24. Discuss the elements of marketing mix.
25. Make an ad campaign for Kerala Tourism department.

(2×15=30)

