

QP CODE: 24018787



Reg No : .....

Name : .....

**M A DEGREE (CSS) EXAMINATION , APRIL 2024**

**Second Semester**

Master of Arts in Journalism and Mass Communication

**CORE - JM010202 - ADVERTISING PRACTICE**

2019 Admission Onwards

B361F55E

Time: 3 Hours

Weightage: 30

**Part A (Short Answer Questions)**

*Answer any **eight** questions.*

*Weight 1 each.*

1. Write a short note on Hathway Shirt Man.
2. Write a short note on Inform function of advertising.
3. Define Banner Ad.
4. Write a short note on typography in ad.
5. Define life style approach.
6. Describe medium service ad agency.
7. Describe the term continuity scheduling.
8. Explain the concept Advertorial.
9. Figure out the Pre-Testing stage of ad research.
10. Comment on Publicity.

(8×1=8 weightage)

**Part B (Short Essay/Problems)**

*Answer any **six** questions.*

*Weight 2 each.*

11. Explain the role of advertising in marketing and promotion.
12. Explain, why the number of characters are limited in advertising with reference example.
13. Elucidate Ad campaign. Explain the steps in planning and its execution.
14. Explain the functions of advertising agency.





15. Discuss the limitations of Advertisement through Radio.
16. Explain the scope of outdoor advertisement.
17. Explain AIDA principle with suitable example.
18. List out and explain the professional organisation of Advertising.

(6×2=12 weightage)

### **Part C (Essay Type Questions)**

*Answer any **two** questions.*

*Weight 5 each.*

19. Discuss the recruit, retail and regain activities of advertising.
20. Examine various types of execution styles in advertisement with example.
21. 'Advertisement through television is more acceptable and effective' Critically examine the views and describe how it effect in media planning process.
22. Explain the different forms of advertsing communication with suitable example.

(2×5=10 weightage)

