



QP CODE: 24019935



24019935

Reg No :

Name :

**B.A DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE
EXAMINATIONS, MAY 2024**

Second Semester

B.A Political Science Model II Mass Communication and Journalism

Complementary Course - PS2CMT07 - ADVERTISING: THEORY AND PRACTICE

2017 ADMISSION ONWARDS

477BA2BF

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Explain Industrial Advertisements.
2. Describe Investigative Journalism.
3. Explain Logo.
4. Discuss Indirect Action Advertisements.
5. Discuss on Advertising Budget.
6. Discuss on David Ogilvy.
7. Explain Colloquial Ad Copy.
8. Explain on Rational Appeal.
9. Describe TRP.
10. Interpret Direct Mail.
11. Explain Ogilvy and Mather.
12. Explain on Copy Testing.

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. Discuss the key elements of Advertising.
14. Explain the classification of Advertisements based on Geographical Spread.
15. Examine the significance of Advertising Objectives .
16. Differentiate between a Topical and Colloquial Ad Copy.
17. Analyse the role of creative writing in Advertising.
18. Discuss the relevance of Magazine Advertisements.
19. Examine the significance of point of purchase Advertisements.
20. Discuss the different types of Online Advertisements.
21. Discuss the disadvantages of Online Advertisements.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Discuss the history of Indian advertising Industry.
23. Explain the process involved in developing an Advertising Campaign .
24. Describe the role of ASCI in regulating Advertising in India.
25. Evaluate the types of advertisements that usually appear in Print Media .

(2×15=30)

