



QP CODE: 24027571



24027571

Reg No : .....

Name : .....

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

**Third Semester**

B.A. Visual Communication

**COMPLEMENTARY COURSE - VC3CMT05 - ADVERTISING PAPER I**

2017 Admission Onwards

19E8FE48

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

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

1. Who is advertiser?
2. What you mean by Lifestyle segmentation?
3. Who is Brand ambassador?
4. Explain Branding.
5. Explain marketing.
6. Who are stakeholders?
7. Explain social responsibility advertising.
8. Explain community affairs.
9. What is a Media kit?
10. Explain broadsides.
11. Write a note on target audience.
12. Write a note on External publication.

(10×2=20)

**Part B**

*Answer any **six** questions.*

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





13. Distinguish between advertising and personal selling.
14. Enumerate some of major advertising agencies in India.
15. Explain the importance of media selection and media mix in advertising.
16. Write about sales objectives.
17. What are the legal and ethical issues associated with advertising?
18. Explain the Copy Right Act.
19. Define PR and explain the nature and scope of PR.
20. Explain illustration and different types of illustration.
21. How will you write a press release?

(6×5=30)

**Part C**

*Answer any **two** questions.*

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

22. Critically examine the major ethical issues in advertising and elucidate the impact of commercials on the society.
23. Write about the relation between advertising agency and media.
24. Define public relations. Explain the role of public relations in contemporary times with suitable PR examples.
25. Discuss the importance of Public relations in family welfare campaigns.

(2×15=30)

