

TM242297C

Reg. No :

Name :

MASTER'S DEGREE (C.S.S) EXAMINATION, MARCH 2024
2023 ADMISSIONS REGULAR
SEMESTER II - CORE COURSE Journalism and Mass Communication
CE2C07TM - Advertising Practice

Time : 3 Hours

Maximum Weight : 30

Part A

I. Answer any Eight questions. Each question carries 1 weight

(8x1=8)

1. Elucidate the functions of advertising.
2. Discuss about the positive impact of social media on advertising.
3. Write a short note on public service advertising with examples.
4. List the advantages of global advertising.
5. Write a short note on Ogilvy & Mather.
6. Explain television advertisements with two examples.
7. Identify the brand whose brand slogans are: • The Taste of India • The Complete Man
8. List any two criticisms of DAGMAR.
9. Evaluate how advertising plays a significant role in business and society.
10. Advertising adds to the cost of products. Comment.

Part B

II. Answer any Six questions. Each question carries 2 weight

(6x2=12)

11. Analyse the growth of advertising as a thriving business.
12. Explain in detail the structure of advertising.
13. Discuss in detail the functioning of an advertising agency.
14. Explain accreditation in an advertising agency and what it means to the clients.
15. Compare and assess rural versus urban advertising with valid explanations.
16. Explain the different types of mobile advertisements.
17. "Advertising is a form of communication." Explain the statement.
18. Elucidate the skills required for a good copywriter.

Part C

III. Answer any Two questions. Each question carries 5 weight

(2x5=10)

19. "Innovation distinguishes between a leader and a follower." Expand this quote with respect to advertising.
20. Comment on the recent trends in advertising.
21. Examine the modern challenge of Brand Building through Internet.
22. Write an essay explaining the various types and methods of advertising research.

