

**MASTER'S DEGREE (C.S.S) EXAMINATION, MARCH 2025**  
**2020, 2021, 2022, 2023 ADMISSIONS SUPPLEMENTARY**  
**Journalism and Mass Communication SEMESTER II - CORE COURSE**  
**CE2C07TM - Advertising Practice**

Time : 3 Hours

Maximum Weight : 30

**Part A**

**I. Answer any Eight questions. Each question carries 1 weight****(8x1=8)**

1. Explain the target audience in advertising
2. Elucidate the role of advertising in the marketing mix.
3. Write a short note on narrative advertising with an example.
4. List the unique features of radio advertising.
5. Define slogan and its importance in advertising with examples.
6. Write a short note on the social responsibility of the advertiser.
7. Differentiate between customized and syndicated advertising research.
8. Identify the brand whose brand slogans are: • The Taste of India • The Complete Man
9. Advertising adds to the cost of products. Comment.
10. Write a short note on AAAI

**Part B**

**II. Answer any Six questions. Each question carries 2 weight****(6x2=12)**

11. Discuss in detail the history of advertising in India.
12. State the various steps involved in the planning of an advertisement campaign.
13. Discuss the Importance of various types of advertising.
14. Explain in detail the ten steps for an effective marketing mix.
15. Discuss films as a mode of advertisement with appropriate examples.
16. Advertising is often accused of being unethical. Do you agree? Give your views on the need for ethics in advertising.
17. Explain the scope and objectives of advertising research.
18. "The most powerful element in advertising is the truth." Elucidate with examples.

**Part C**

**III. Answer any Two questions. Each question carries 5 weight****(2x5=10)**

19. "Facebook is an intrusive medium." Write for or against the statement giving logical explanations.
20. "Advertising provides information that helps match buyers and sellers in the marketplace." Do you agree?
21. Write an essay on the evolution of modern advertising in India.
22. Discuss the characteristics of outdoor advertisement. Do you think the importance of outdoor advertisement is increasing with the popularity of shopping mall culture? Justify with examples.