Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_



**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

**End Semester Examination – Nov/Dec – 2016**

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|  |  | **Semester :** | **2016-17 ODD** |
| **Code :** | **14 VC2023** | **Duration :** | **3hrs** |
| **Sub. Name :** | **Advertising** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Distinguish between Outdoor and Indoor Media Advertising . | C1 | 20 |
| (OR) | | | | |
| 2 |  | Discuss the importance of headline and copy in a print advertisement. | C1 | 20 |
| 3. |  | Write in detail about the 4 Ps of Marketimg . | C2 | 20 |
| (OR) | | | | |
| 4. |  | Write about creative strategy and its importance. | C3 | 20 |
|  |  |  |  |  |
| 5 |  | Write about New Media Advertising and its advantages. | C3 | 20 |
| (OR) | | | | |
| 6 |  | Write about AIDA model with examples. | C3 | 20 |
| 7 |  | Discuss about five well known Indian Advertising Agencies. | C1 | 20 |
| (OR) | | | | |
| 8. |  | What is market segmentation? Discuss. | C1 | 20 |
|  | | **Compulsory:** |  |  |
| 9. |  | Discuss the structure of an advertising agency and its functions. | C3 | 20 |

ALL THE BEST