

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



# Karunya 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

Code : 14 VC2023  
Sub. Name : Advertising

Semester : 2016-17 ODD  
Duration : 3hrs  
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 Marketing .                         | 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    |
| <b><u>Compulsory:</u></b> |          |   |                |       |
| 9.                        |          | Discuss the structure of an advertising agency and its functions.     | C3             | 20    |

ALL THE BEST