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**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

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

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

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

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|  |  | **Semester :** | **2016-17 ODD** |
| **Code :** | **12VC237** | **Duration :** | **3 hrs** |
| **Sub. Name :** | **Advertising II** | **Max. marks :** | **100** |

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| **Q. No.** | **Questions** | **Marks** |
| **PART-A(10X1=10 MARKS)** | | |
| 1. | Who is an Advertiser? | (1) |
| 2. | Expand PRO. | (1) |
| 3. | Give two examples for Electronic Media. | (1) |
| 4. | Expand ARM. | (1) |
| 5. | Define a Radio Jingle. | (1) |
| 6. | What is an Outdoor Media Advertising? | (1) |
| 7. | What is a Rural Market? | (1) |
| 8. | What is the use of an Ad campaign? | (1) |
| 9. | Define an Ad Agency. | (1) |
| 10. | Why we need Global Advertising? | (1) |

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| **PART B(5 X 3= 15 MARKS)** | | |
| 11 | Pen down the leading National and International Clients. | (3) |
| 12 | Write down the space and time allocation methods for Advertisements in Media. | (3) |
| 13 | What are the Outdoor Media Characteristics? | (3) |
| 14 | How Media planning is done for Rural Advertising? | (3) |
| 15 | Define Global Advertising. | (3) |

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| **PART C(5 X 15= 75 MARKS)** | | | |
| 16. |  | Write in detail about the Advertising and the PR departments of the Clients. | (15) |
| (OR) | | | |
| 17. |  | Write in detail about the responsibilities and functions of advertising and PR managers. | (15) |
| 18. | a. | Write in detail about the Print and Electronic Media with examples. | (8) |
| b. | Pen down the advantages and the disadvantages of Internet advertising. | (7) |
| (OR) | | | |
| 19. |  | What are the roles and responsibilities of Advertising executives and representatives. | (15) |
| 20. | a. | Write in detail about Radio Advertising. | (7) |
| b. | Write about the reach and effectiveness of Radio advertising among audience. | (8) |
| (OR) | | | |
| 21. |  | Write in detail the following: |  |
| a. | Production cost. | (5) |
| b. | Channel Competition. | (5) |
| c. | Ad exposure. | (5) |
| 22. |  | Discuss about successful rural advertising and marketing. | (15) |
| (OR) | | | |
| 23. |  | What are the Rural Market Characteristics? | (15) |
| 24. |  | Write about the Multinational campaign strategies and cost considerations. | (15) |
| (OR) | | | |
| 25. |  | Write your views on creativity and content in International advertisements. | (15) |

ALL THE BEST