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



**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

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

**Supplementary Examination – June – 2017**

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|  |  |  |  |
| **Code :** | **14MT2008** | **Duration :** | **3hrs** |
| **Sub. Name:** | **ADVERTISING** | **Max. marks:** | **100** |

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

|  |  |  |  |  |
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| Q. No. |  | Questions | Course  Outcome | Marks |
| 1. |  | What is the role of advertising in the media industry? | CO 1 | 20 |
| (OR) | | | | |
| 2. |  | Write about the international and intercultural advertising. | CO 2 | 20 |
|  |  |  |  |  |
| 3. |  | Creative process and creative strategy are more important in the field of advertising – Justify this statement. | CO 1 | 20 |
| (OR) | | | | |
| 4. |  | Differentiate PR and Publicity and its effects on advertisements. | CO 3 | 20 |
|  |  |  |  |  |
| 5. |  | Brief about the copy writing for Radio and TV. | CO 2 | 20 |
| (OR) | | | | |
| 6. |  | What is the role of Visual communication in Advertising? | CO 1 | 20 |
|  |  |  |  |  |
| 7. |  | Write about special advertising and retail advertising with proper examples. | CO 2 | 20 |
| (OR) | | | | |
| 8. |  | Explain web advertising with suitable examples. | CO 2 | 20 |
|  | | **Compulsory:** |  |  |
| 9. |  | Write the types of advertising with suitable examples | CO 1 | 20 |

ALL THE BEST