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 – April/May– 2017**

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

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Q. No. |  | Questions | Course  Outcome | Marks |
| 1. |  | Write in detail about the advertising agencies and its departments | CO 1 | 20 |
| (OR) | | | | |
| 2. |  | What is creative advertising? Why we need creativity in advertising? | CO 2 | 20 |
|  |  |  |  |  |
| 3. |  | Differentiate Print media and Electronic media advertising. | CO 1 | 20 |
| (OR) | | | | |
| 4. |  | What is the role of PR in the field of advertising? Give proper examples. | CO 3 | 20 |
|  |  |  |  |  |
| 5. |  | What are the steps to be followed in media planning, media strategy and media objectives. | CO 2 | 20 |
| (OR) | | | | |
| 6. |  | Content writing/copy writing for advertisements plays a vital role in today’s market – Justify. | CO 1 | 20 |
|  |  |  |  |  |
| 7. |  | Differentiate international and local advertising. | CO 2 | 20 |
| (OR) | | | | |
| 8. |  | Explain web advertising with suitable examples. | CO 2 | 20 |
|  | | **Compulsory:** |  |  |
| 9. |  | Classification of advertising - with flow chart and examples. | CO 1 | 20 |

ALL THE BEST