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**

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| **Code :** | **14 VC2023** | **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. |  | Differentiate between Public Relations, Publicity, Sales Promotion and Advertising . | CO1 | 20 |
| (OR) | | | | |
| 2. |  | Define Advertising. Discuss the various indoor and outdoor media of advertising. | CO1 | 20 |
| 3. |  | “Advertising impacts Society”. Discuss. | CO2 | 20 |
| (OR) | | | | |
| 4. |  | Discuss the components of creative brief and its importance. | CO3 | 20 |
|  |  |  |  |  |
| 5. |  | Write about Social Media Advertising and its advantages. | CO3 | 20 |
| (OR) | | | | |
| 6. |  | Design an advertisement for a brand of shoes. | CO3 | 20 |
| 7. |  | Discuss about history of Indian Advertising. | CO1 | 20 |
| (OR) | | | | |
| 8. |  | Discuss the evolution of Advertising. | CO1 | 20 |
|  | | **Compulsory:** |  |  |
| 9. |  | Discuss different types of advertising agencies and their function. | CO3 | 20 |