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

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**End Semester Examination – Nov/Dec – 2018**

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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.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Define advertising | CO1 | 5 |
| b. | Illustrate the Communication process in advertising | CO1 | 10 |
| c. | Define 4P’s of Marketing Mix. | CO1 | 5 |
| (OR) | | | | |
| 2. |  | Distinguish copywriting from (i) journalistic writing (ii) creative writing | CO1 | 20 |
|  |  |  |  |  |
| 3. | a. | Explain any five types of Online Ads with examples. | CO3 | 10 |
| b. | Pen down the steps involved in Ad Media Planning. | CO2 | 10 |
| (OR) | | | | |
| 4. | a. | Differentiate Advertising and PR with examples. | CO2 | 10 |
| b. | Examine the association between sales promotion and advertising. | CO2 | 10 |
|  |  |  |  |  |
| 5. | a. | Expand ASCI and explain its functions. | CO3 | 5 |
| b. | Explain the Ad regulations in India. | CO3 | 15 |
| (OR) | | | | |
| 6. |  | List out and explain the strategy and planning process in conducting an ad campaign. | CO2 | 20 |
|  |  |  |  |  |
| 7. |  | What do you understand by the term audience research? Why do you need one in advertising? | CO2 | 20 |
| (OR) | | | | |
| 8. | a. | What is creativity? How important is it in advertising. | CO1 | 10 |
| b. | Narrate the importance of creative visualization for effective advertising. | CO2 | 10 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. |  | Classify advertising based as the purpose, target audience & media with a flow chart. | CO1 | 20 |