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

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

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| **Code :** | **17MC2006** | **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. |  | Evaluate the role of advertising in various sectors pertaining to marketing, communication, economy and society. | CO1 | 20 |
| (OR) | | | | |
| 2. |  | Construct and examine the consumer buying decision making process. | CO3 | 20 |
|  |  |  |  |  |
| 3. |  | Summarize the steps involved in developing and implementing an ad campaign. | CO2 | 20 |
| (OR) | | | | |
| 4. |  | Appraise the copywriting principles and guidelines for electronic and print ads. | CO2 | 20 |
|  |  |  |  |  |
| 5. |  | Prioritize the elements of advertising based on their importance. | CO5 | 20 |
| (OR) | | | | |
| 6. |  | Diagrammatically portray the structure of an ad agency and examine the function of each department. | CO1 | 20 |
|  |  |  |  |  |
| 7. |  | Categorize the different forms of outdoor media based on its operation. | CO1 | 20 |
| (OR) | | | | |
| 8. |  | List down and elaborate the 4 P’s of marketing. | CO6 | 20 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. |  | Classify the types of advertisements and explain each in detail with relevant examples. | CO5 | 20 |