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



**End Semester Examination – Nov/Dec – 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. | Sub Div. | Questions | Course  Outcome | Marks |
| 1. | a. | Define advertising. | CO1 | 3 |
| b. | Expand PSA. | CO1 | 2 |
| c. | What is creativity in advertising? | CO1 | 7 |
|  | d. | Write your views on advertising in today’s world. | CO1 | 8 |
| (OR) | | | | |
| 2. | a. | Classify intercultural and international advertising. | CO1 | 10 |
| b. | List down the steps involved in research and strategy planning in advertising. | CO2 | 10 |
|  |  |  |  |  |
| 3. | a. | Illustrate the communication process implicated in advertising. | CO2 | 7 |
|  | b. | State the definition of Target audience and its advantages. | CO1 | 8 |
|  | c. | What is retail advertising? | CO3 | 5 |
| (OR) | | | | |
| 4. | a. | Summarize the steps involved in creating web advertising. | CO1 | 8 |
|  | b. | What is online advertising? | CO2 | 4 |
|  | c. | Pen down the advantages of Print Advertisement? | CO2 | 8 |
|  |  |  |  |  |
| 5. | a. | Expand PR. | CO3 | 5 |
|  | b. | Indicate the reason for sales promotion in the field of advertising? | CO3 | 5 |
|  | c. | How PR affects the growth in advertising? | CO3 | 5 |
|  | d. | What is the role of PR manager? | CO3 | 5 |
| (OR) | | | | |
| 6. | a. | Compare consumer and trade advertising. | CO1 | 10 |
|  | b. | List the advertisements concerned under electronic production? | CO3 | 10 |
|  |  |  |  |  |
| 7. | a. | Brief about copy writing for radio and TV. | CO2 | 7 |
|  | b. | Write the importance of visual communication in advertising. | CO1 | 7 |
|  | c. | Give examples for Print advertising. | CO3 | 6 |
| (OR) | | | | |
| 8. | a. | Create a PSA for any social cause. | CO2 | 5 |
|  | b. | Illustrate using a flowchart of media planning in advertising. | CO3 | 5 |
|  | c. | Define an Ad Agency. | CO1 | 5 |
|  | d. | Enumerate the departments involved in an Advertising Agency. | CO2 | 5 |
|  |  |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. |  | Write in detail about the classifications of advertising and its types with examples. | CO 1 | 20 |

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