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



**End Semester Examination – Nov/Dec – 2017**

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|  |  |  |  |
| **Code :** | **14VC2023** | **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. |  | Distinguish between advertising , publicity and Public Relations | CO3 | 20 |
| (OR) | | | | |
| 2. | a. | Define advertising. | CO1 | 5 |
| b. | Trace the evolution of Indian Advertising. | CO3 | 15 |
|  |  |  |  |  |
| 3 |  | Explain indoor and outdoor advertising with examples. | CO2 | 20 |
| (OR) | | | | |
| 4. | a. | Define Target audience. | CO1 | 5 |
|  | b. | Explain the difference between demographic and psychographic profile of target audience. | CO2 | 15 |
|  |  |  |  |  |
| 5 |  | Explain promotion as an integral aspect of marketing mix. | CO3 | 20 |
| (OR) | | | | |
| 6. | a. | What is Sales Promotion? | CO1 | 5 |
|  | b. | Distinguish between consumer oriented sales promotion and trade oriented sales promotion. | CO3 | 15 |
|  |  |  |  |  |
| 7. |  | Name and explain the 4 Ps of marketing. | CO1 | 20 |
| (OR) | | | | |
| 8. | a. | What is an advertising agency? | CO2 | 5 |
|  | b. | Explain the functions of an advertising agency. | CO3 | 15 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9 |  | Discuss the impact of advertising on society. | CO3 | 20 |

ALL THE BEST