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



**End Semester Examination – Nov / Dec – 2019**

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| **Code :** | **17BB2024** | **Duration :** | **3hrs** |
| **Sub. Name:** | **PRINCIPLES OF 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. | | Explain the importance of advertising in today’s Indian market. | CO1 | 10 |
| b. | | Compare and Contrast the merits, demerits of Print and Digital Media Advertising. | CO3 | 10 |
| **(OR)** | | | | | |
| 2. | a. | | What are the objectives of an advertising campaign? Explain. | CO2 | 10 |
| b. | | Explain the importance of Banners, Posters and Neon signs in advertising. | CO1 | 10 |
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| 3. | a. | | Explain the creative process of advertising. | CO1 | 10 |
| b. | | Discuss the role of ethics in advertising. Are ethical considerations different from legal considerations? | CO5 | 10 |
| **(OR)** | | | | | |
| 4. | a. | | Define objectionable ads. Explain in detail and give remedial measures to prevent such ads. | CO4 | 10 |
| b. | | Explain the importance and impact of catch phrase and slogans with suitable examples. | CO3 | 10 |
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| 5. | a. | | Explain how does advertising influence consumer choice. Discuss with examples. | CO3 | 10 |
| b. | | Explain in detail about social effects of advertising. | CO4 | 10 |
| **(OR)** | | | | | |
| 6. | a. | | Explain AIDA Model in detail. | CO2 | 10 |
| b. | | How would you use whatsapp as a platform to promote the campaign? | CO4 | 10 |
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| 7. | a. | | Describe the different types of outdoor advertisement in detail. | CO3 | 10 |
| b. | | Write a short note on offline and online financial services, online travel services and online career services in advertising. | CO2 | 10 |
| **(OR)** | | | | | |
| 8. | a. | | Explain the importance of Catch Phrases and Slogans in advertising with suitable examples. | CO4 | 10 |
| b. | | Explain the influence and importance of cinema and theatre programme in advertising. | CO4 | 10 |
|  |  | | **Compulsory:** |  |  |
| 9. | | a. | How will you design an Advertising campaign for a newly launched Soft Drink? Discuss in detail. | CO5 | 10 |
| b. | Elaborate the “Role of Technology in Advertising”. | CO3 | 10 |