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



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

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|  |  |  |  |
| **Code :** | **14MT2008** | **Duration :** | **3hrs** |
| **Sub. Name :** | **ADVERTISING** | **Max. Marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Define Advertising. | CO 1 | 5 |
| b. | Pen down the advantages and disadvantages of Outdoor advertising. | CO 1 | 15 |
| **(OR)** | | | | |
| 2. | a. | Write in detail about Social Media Advertising and its effects on the society. | CO 1 | 20 |
|  |  |  |  |  |
| 3. | a. | Distinguish between PR and Advertising with examples. | CO 2 | 10 |
|  | b. | Summarize on copywriting for Ad Media. | CO 2 | 10 |
| **(OR)** | | | | |
| 4. | a. | List out the different types of Web Ads with examples. | CO 2 | 10 |
|  | b. | Write about classification of Advertising . | CO 1 | 10 |
|  |  |  |  |  |
| 5. | a. | Define Audience Measurement in the filed of Advertising. | CO 3 | 5 |
|  | b. | Expand SRDS. | CO 3 | 5 |
|  | c. | Briefly write about reach and frequency. | CO 3 | 10 |
| **(OR)** | | | | |
| 6. | a. | Write down your views on creative advertisements. | CO 1 | 20 |
|  |  |  |  |  |
| 7. | a. | Briefly write about Ad Media Planning with examples. | CO 2 | 20 |
| **(OR)** | | | | |
| 8. | a. | Explain the communication process for advertising. | CO 1 | 15 |
|  | b. | Define the AIDA Model. | CO 1 | 5 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. | a. | Explain the different types of advertising with examples. | CO 1 | 20 |