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



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

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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. |  | Discuss the factors affecting consumer buying behavior. | CO1 | 20 |
| **(OR)** | | | | |
| 2. |  | Evaluate the role of advertising in various sectors pertaining to marketing, communication, economy and society. | CO3 | 20 |
|  |  |  |  |  |
| 3. |  | Appraise the components of advertising discussing each in detail. | 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. | CO2 | 20 |
| **(OR)** | | | | |
| 6. |  | Interpret the field of advertising based on its merits and demerits. | CO1 | 20 |
|  |  |  |  |  |
| 7. |  | Categorize the different forms of outdoor media based on its operation. | CO1 | 20 |
| **(OR)** | | | | |
| 8. |  | Dissect the techniques and strategies involved in print advertising.  Use illustrations wherever needed. | CO2 | 20 |
|  | | **Compulsory**: |  |  |
| 9. |  | Assess the different types of ad agencies based on its functioning. | CO3 | 20 |