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



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

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|  |  |  |  |
| **Code :** | **17MT2025** | **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. | Differentiate between Advertising and Marketing with examples. | CO2 | 10 |
| b. | Illustrate the communication process in advertising. | CO2 | 10 |
| **(OR)** | | | | |
| 2. | a. | Define Ad Media Planning with examples. | CO2 | 10 |
| b. | List out the need for creativity in advertising. | CO2 | 10 |
|  |  |  |  |  |
| 3. | a. | Brief about the ad regulations in India. | CO3 | 10 |
| b. | Write about Multinational advertising. | CO3 | 10 |
| **(OR)** | | | | |
| 4. | a. | Define Advertising. | CO1 | 5 |
| b. | Pen down the importance of Visual communication in advertising. | CO1 | 15 |
|  |  |  |  |  |
| 5. |  | Write in detail about Web Advertising with examples. | CO3 | 20 |
| **(OR)** | | | | |
| 6. |  | Explain in detail about copywriting in advertising. | CO2 | 20 |
|  |  |  |  |  |
| 7. |  | Discuss about the merits and demerits of Advertising media. | CO3 | 20 |
| **(OR)** | | | | |
| 8. |  | Write in detail about advertising agency and its functions. | CO2 | 20 |
|  | | **Compulsory**: |  |  |
| 9. |  | Explain the types of advertising with examples. | CO1 | 20 |