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



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

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|  |  |  |  |
| **Code :** | **14VC2023** | **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. | CO1 | 5 |
| b. | Pen down the communication process in advertising. | CO1 | 15 |
| (OR) | | | | |
| 2. | a. | Explain the different classifications of advertising based on Ad Media. | CO1 | 20 |
|  |  |  |  |  |
| 3. | a. | Summarize your views on Social Media advertising with examples. | CO3 | 20 |
| (OR) | | | | |
| 4. | a. | List out the advantages and disadvantages for TV and Radio advertising. | CO2 | 20 |
|  |  |  |  |  |
| 5. | a. | Define Media Vehicle. | CO3 | 7 |
|  | b. | Brief about Gureilla Advertising. | CO1 | 13 |
| (OR) | | | | |
| 6. | a. | Give examples for Banner Ads in webpages. | CO2 | 5 |
|  | b. | Pen down the different types of Online ads. | CO2 | 15 |
|  |  |  |  |  |
| 7. | a. | Describe about Ad Agency and its functions. | CO3 | 20 |
| (OR) | | | | |
| 8. | a. | Explain the idea of creative advertisements in Advertising. | CO2 | 20 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. | a. | Write in detail about the different types of advertising with related examples. | CO1 | 20 |