

31064

M.A. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2019.

THIRD SEMESTER

Journalism and Mass Communication

Paper IV — ADVERTISING AND BRAND MANAGEMENT

Time : Three hours

Maximum : 75 marks

(No additional sheet will be supplied)

PART A — (5 × 3 = 15 marks)

Answer any FIVE questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. AIDA
2. Marketing Mix
3. AAAI
4. Brand Royalty
5. Advertising codes
6. Media Planning
7. DAGMAR Approach
8. Recognition Test.

PART B — (4 × 15 = 60 marks)

Answer ALL questions.

Each question carries 15 marks.

Each answer should not exceed 6 pages.

9. Define and explain various types of advertising.

Or

10. Distinguish between Print and Television Advertisement.

11. Explain principles and elements in ad copy.

Or

12. Prepare an Ad campaign for promoting ban on single use plastic.

13. Define structure and functions of various departments in advertising copy.

Or

14. What are the functions of an Ad Agency? List out the various types of ad agencies.

15. Elucidate the legal and ethical issues in advertising.

Or

16. Advertising has an important role to play in public relations. Discuss.

