

M.A DEGREE EXAMINATION, MARCH/APRIL 2016

SECOND SEMESTER

Journalism & Mass Communication

Paper –II ADVERTISING

21062

(No additional sheet will be supplied)

Time: 3 Hours

Max. Marks: 75

**PART – A (5 x 3 =15 marks)**

Answer any FIVE questions.

Each answer carries THREE (3) marks.

Each answer should not-exceed One (1) page

1. Surrogate Advertising
2. DAGMAR (Defining Advertising Goals for Measured Advertising Results) Model
3. The four Ps of Marketing
4. Radio Jingles
5. (USP) Unique selling proposition
6. Post Test
7. Ad Agency
8. ASCI

**PART – B (4x 15 =60 marks)**

Answer ALL questions.

Each answer carries FIFTEEN (15) marks.

Each answer should not-exceed SIX (6) pages

9. Explain the elements of advertising.  
(Or)
10. Trace the trends of advertising in new media.  
(Or)
11. Describe the advertising agency system with a flow chart.  
(Or)
12. Explain the different types of media schedules available to the advertisers.
13. What are the major issues in measurement of advertising effectiveness? Explain.  
(Or)
14. Design an advertising campaign of Swath Bharat for children.
15. Write about the importance of copywriting in advertising. Prepare a copy for advertising of toys.  
(Or)
16. Explain advertising code.