

M.A DEGREE EXAMINATION, MARCH/APRIL 2016

SECOND SEMESTER

Journalism & Mass Communication

Paper –II ADVERTISING

21062-OR

(No additional sheet will be supplied)

Time: 3 Hours

Max. Marks: 75

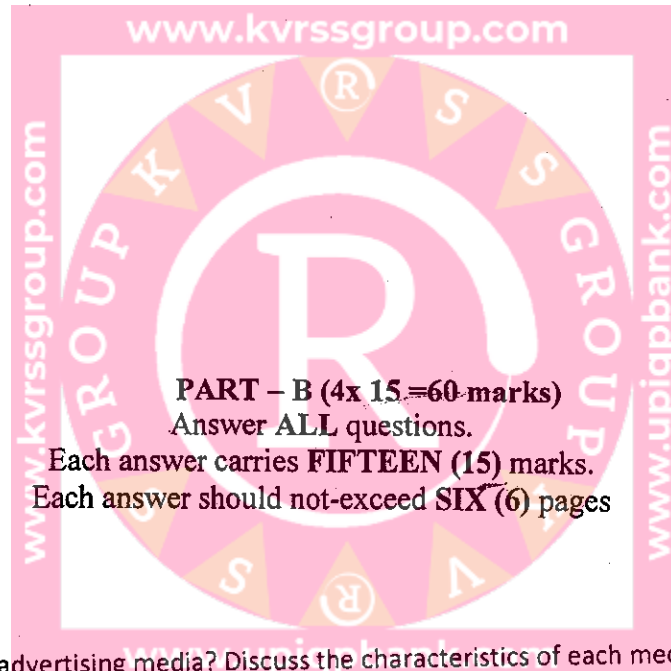
PART – A (5 x 3 =15 marks)

Answer any **FIVE** questions.

Each answer carries **THREE (3)** marks.

Each answer should not-exceed **One (1)** page

1. Sales promotion Vs Publicity
2. Define Public Relations
3. Logo
4. Opinion Ratings
5. Jingles
6. ABC
7. Media tariff
8. ASCI



9. What are the various advertising media? Discuss the characteristics of each media with examples.

OR

10. Illustrate the various elements of advertising such as copy formats, logo, headlines and layout.

11. Detail the various steps in advertising research.

OR

12. Prepare a blue print for a print media advertisement for a new brand of designer jewellery.

13. What are the various types of outdoor advertising. Discuss their merits and demerits.

OR

14. What is the importance of readership surveys to organizations? What are the various types of readership surveys?

15. Discuss the structure and functions of various departments in advertising agency.

OR

16. Design a media mix for advertising a new brand of cars to be launched in India.