



M 26732

Reg. No. :

Name :

Third Semester M.C.J. Degree (Reg./Sup.) Examination, December 2014
CJ 302 : ADVERTISING

Time: 3 Hours

Max. Marks : 60

Instructions : 1) Answer question **VIII** and **four** others.
2) **All** questions carry **equal** marks.

- I. Discuss the purpose and goals of advertising.
 - II. Write a note on Ethics in advertising.
 - III. State the advantages of Newspaper advertising.
 - IV. Critically evaluate any two advertisements.
 - V. Detail the important aspects of an advertisement campaign.
 - VI. Write a note on television advertisement copywriting and producing television commercials.
 - VII. Evaluate the functioning of various professional organizations in the advertising field.
 - VIII. Write short notes on **any four** :
 - 1) Logo
 - 2) P.O.P.
 - 3) Media Mix
 - 4) Advertorial
 - 5) Shock ads
 - 6) DAGMAR.
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