



K16P 0042

Reg. No. :

Name :

Third Semester M.C.J. Degree (Reg./Supple.) Examination, December 2015
(2014 Admn.)

MCJ 3C10 : ADVERTISING

Time : 3 Hours

Max. Marks : 45

PART – A

Answer **any four** of the following. **Each** question carries **10** marks.

- I. "Advertising is a powerful tool for attitude change and behaviour." Explain.
- II. Discuss various professional organisations in advertising industry.
- III. What are the functions of advertising ?
- IV. Discuss the importance of media research in advertising.
- V. "Creativity is the soul of advertising and branding." Explain.
- VI. Explain the evolution of advertising.
- VII. Critically analyse any visual ad of your choice.

(4×10=40)

PART – B

VIII. Write short notes on **any five**.

- 1) Copy Writer
- 2) Surrogate Ad
- 3) Jingles
- 4) Recall Test
- 5) Transit Ad
- 6) Brand.

(5×1=5)
