



K17P 0296

Reg. No. :

Name :

Third Semester M.C.J. Degree (Reg./Suppl.) Examination, December 2016
(2014 Admn. Onwards)
MCJ 3C 10 : ADVERTISING

Time : 3 Hours

Max. Marks : 45

PART – A

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

- I. "Advertising is a blend of art and commerce." Explain.
- II. What are the elements of a print ad ?
- III. 'Advertisements are making highly exaggerated and ambiguous claims'. Do you agree with the statement ? Present your views with suitable examples.
- IV. "Advertising multiplies the needs of the people". Explain.
- V. Critically analyse any testimonial ad of your choice.
- VI. Discuss the scope of ad in new media.
- VII. "Advertising often undermines ethical and aesthetic values." Discuss. (4×10=40)

PART – B

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

- 1) Stereotypes
- 2) ASCI
- 3) David Ogilvy
- 4) Pop up ads
- 5) Puffery
- 6) Covert advertising.

(5×1=5)