



146988

K19P 1168

Reg. No. :

Name :

III Semester M.A. Degree (CBSS-Reg./Suppl./Imp.)
Examination, October - 2019
(2016 Syllabus) (2017 Admn. Onwards)
Journalism And Mass Communication
MCJ 3C 10 : ADVERTISING

Time : 3 Hours

Max. Marks : 60

Answer Question **1** and **Four** others. All questions carry **12** marks each.

- I. Write short notes on any **four** of the following.
 1. Media mix.
 2. Jingle.
 3. Positioning.
 4. Cost per thousand (CPM).
 5. Ogilvy and Mather.
 6. Brand ambassador.
 - II. Enumerate the various stages of an advertisement campaign.
 - III. Compare and contrast the strength and weakness of different Media for advertising.
 - IV. "The future of advertising is the Internet" Bill Gates. Comment.
 - V. State the important parts of a print advertisement copy. Describe their role and functions with suitable examples.
 - VI. Detail the structure of Advertising agencies.
 - VII. Prepare a print advertisement for a new washing soap to be launched shortly. Write a note on the target audience, USP, and other aspects of the advertisement.
 - VIII. Write a short note on the various professional organizations in the advertising field.
-