



K20P 1168

Reg. No. :

Name :



III Semester M.C.J./M.A. Degree (CBSS – Reg./Suppl./Imp.)

Examination, October 2020

(2016 Admn. Onwards)

JOURNALISM AND MASS COMMUNICATION

MCJ 3C 10 : Advertising

Time : 3 Hours

Max. Marks : 60

Answer question no. **1** and **four** others. **All** questions carry **12** marks **each**.

I. Write short notes on **any four** of the following :

- 1) JWT Walter Thompson Associates.
- 2) Copy writing.
- 3) ASCI.
- 4) Define advertising.
- 5) Brand.
- 6) ROI in advertising.

II. Critique the key ethical issues that challenge the practice of advertising.

III. Prepare a print advertisement issued by the State Government to enhance awareness about health and sanitation among the public, in the aftermath of the floods in Kerala.

IV. Critically evaluate the different appeals of advertising with suitable examples.

V. Write a note on media planning and buying, giving suitable examples.

VI. Do you opine that children of all ages are targeted unfairly by advertisers ?
Comparatively evaluate any two specific advertisements targeted at children and discuss from the ethical perspective.

VII. Citing relevant examples examine the need and importance of market segmentation.

VIII. Discuss the role and functions of advertising.

(5×12=60)