

B.A./B.Sc. 5th Semester

JOURNALISM & MASS COMMUNICATION

(Advertising)

Time Allowed—Three Hours] [Maximum Marks—80

SECTION—A

Note :— Attempt all the questions. Each carries equal marks.

1. Classified Ads
2. Publicity
3. Corporate Advertising
4. Ad Agency
5. Billboards
6. AIDS Campaign
7. Pamphlets
8. Counter Advertising
9. Public Service Ads
10. Brochure.

10×2=20

SECTION—B

Note :— Attempt any **EIGHT** questions. Each carries equal marks.

1. Discuss the various parts of a Television Commercial.
2. Write an elaborate note on AIDA model with the help of suitable examples.

3. Write a detailed note on the types of Advertising with the help of examples.
4. Bring out the differences between Advertising and Propaganda.
5. What is a Brand Loyalty ? Discuss its importance by giving suitable examples.
6. Write about any Social Ad in detail.
7. Elaborate on the Advertising Code to be followed by an Ad Agency.
8. Detail on the Organisational set up of an Ad agency.
9. Discuss internet as an effective mode of advertising.
10. Write a note on the Swachh Bharat Campaign being run in your country.

8×5=40

SECTION—C

Note :— Attempt any **TWO** questions. Each carries equal marks.

1. Discuss the concept of an Advertising Appeal. Write about the various kinds of Appeals.
2. What are the essentials of an effective Ad copy ? Discuss in detail.
3. Detail on the various modes of Advertising.
4. Write about the role of advertisements in the present scenario.

10×2=20