

23/3/2017

Mid Semester Exam 2017

Advertising (COMM: 251)

5 years Integrated M.A. in Media & Communication Studies, Semester – IV

Total Marks – 30

Duration – 2 hours

Section A: Attempt all questions, each question carries 2 marks.

(Total Marks - 6)

- i) Define *Advertising*.
- ii) What do you understand by *Appeal*?
- iii) Define *Ad copy*.

Section B: Attempt all questions, each question carries 4 marks

(Total Marks - 12)

- i) How Advertising helps to promote *Research*?
- ii) Explain the *Active Participants* in Advertising.
- iii) What are the characteristics of an *Ad copy*?

Section C: Attempt all questions, each question carries 6 marks.

(Total Marks - 12)

- i) Explain any two of the following:
 - Public Service Advertising
 - Institutional Advertising
 - Surrogate Advertising
- ii) Explain any four types of *Advertisement Appeal*.