



14-12-2017

Final Semester Examination, 2017
M.A in Media & Communication Studies, Semester IX
&
2-years M.A. In Media & Communication Studies, Semester- III
Course: COMM -613: Advertising Management

Time Allowed: 3 Hours

Maximum Marks: 50

SECTION: A (Short Answer Type Questions/ to be answered in about max 25-50 words).

(Marks: 2x5=10)

Attempt all questions.

- I. Define Advertising Agency.
- II. Define Ad copy.
- III. Define Persuasion.
- IV. Explain Product Advertising.
- V. Write the characteristics of an Ad copy.

Or

What is Advertorial?

SECTION: B (Short Answer Type Questions to be answered in about 150 words).

(Marks: 5x4=20)

Attempt all questions.

- I. Explain the role of Advertising in Marketing mix i.e. 4P's?
- II. Explain the different types of services Ad Agencies provides?
Or
Define AIDA model of *Advertising*?
- III. Explain any two of the following –
 - a. Public Service Advertising
 - b. Surrogate Advertising
 - c. Service Advertising
 - d. Institutional Advertising
- IV. Write a note on any three of the following elements of Ad Copy –
 - a. Body Copy
 - b. Slogan
 - c. Main Headline
 - d. Tagline
 - e. Logo

SECTION: C (Medium Answer Type Questions to be answered in about 300 words).

(Marks: 10X2=20)

Attempt any TWO questions.

- I. What is Advertising Standard Council of India (ASCI)? Explain the codes of ASCI.
- II. "Advertising has become an essential marketing activity in the modern era of globalisation". Explain.
- III. What is the role of Persuasion in Advertising.
- IV. What are the steps involved in Planning Advertising Campaign?