



12/12/17

Final Semester Examination, 2017
M.A in Media & Communication Studies, Semester IX
&
2-years M.A. In Media & Communication Studies, Semester- III
Course: COMM -614: Creative Strategies & Media Planning for Advertising

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. What are the features of Good *Advertising Copy*?
- II. Define *Creativity* or *Visualization*.
- III. Explain the difference between *Thumbnail* and *Layout*
- IV. Define *Brainstorming*.
- V. Define a *Jingle*.

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

(Marks: 5x4=20)

Attempt all questions.

- I. Define *Ad Copy* and explain any two of the following:
 - *Scientific Ad copy*
 - *Colloquial Ad copy*
 - *Endorsement Ad copy*
 - *Topical Ad copy*
- II. As per the rule of *Brainstorming*, why one should withhold the criticism?
Or
What are the *Criteria* for selecting *Media for Advertising*?
- III. Mention the advantages and disadvantages of different Media used for Advertising?
- IV. What is the difference between *Tagline* and *Slogan*?

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

(Marks: 10X2=20)

Attempt any TWO questions.

- I. Explain the importance of *Creativity and Visualization* in advertising?
- II. Mention Different types of *Advertisement appeals*.
- III. What is *Audience measurement*, what is the reason behind its need?
- IV. Explain *Creative Brief* and its writing style.