

M.A. DEGREE EXAMINATION, APRIL 2019
II Year IV Semester
Advertising

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. What is the role of advertising?
2. Non commercial
3. Brand image.
4. Copy testing
5. Audience segmentation
6. Niche marketing
7. Their Reach
8. GRPS
9. Define Research
10. Social marketing
11. Transit ads
12. Media timing.

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. Write down the importance and functions of advertising.
14. What is a Brand and explain the process of branding?
15. What is market mix and market segmentation?
16. Write a short note on selecting media vehicle for advertising.
17. Mention some ethics in advertising
18. Give a brief note on case studies of advertising campaign.
19. Write the organisational structure of advertising agency in India.

Section C ($3 \times 10 = 30$) Marks

Answer any **THREE** questions

20. Explain the PACT and DAGMAR approaches of marketing.
21. What are the steps involved in preparing an effective advertising copy?
22. Explain AIDA model in marketing.
23. Who is media planner and explain the role of media planner in ad agency?
24. What is Advertising research and explain its steps involving in the process?

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