

**B.Sc. DEGREE EXAMINATION, APRIL 2019**  
**III Year V Semester**  
**Advertising**

**Time : 3 Hours**

**Max.marks :60**

**Section A** ( $10 \times 1 = 10$ ) Marks

Answer any **TEN** questions

1. SMCR
2. Advertising
3. Case Studies
4. Appeals
5. SWOT
6. FMCG
7. Vendors
8. Retailers
9. Agencies
10. Legal
11. Media Planning
12. Budget

**Section B** ( $5 \times 4 = 20$ ) Marks

Answer any **FIVE** questions

13. Explain types of advertising.
14. Explain Types of agencies & Agencies work.
15. Explain Consumer behaviour.
16. Explain International marketing.
17. Explain Ethical Issues.
18. Explain various functions of advertising.
19. Explain importance of Advertising Campaign.

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

Answer any **THREE** questions

20. Define advertising. Write some marketing values related to advertising.
21. Explain in detail Advertising Agency.
22. List the differences between consumer and industrial advertising.
23. Elaborate on the 'Importance of studying the Market & Advertising.
24. Elaborate the legal aspects & Ethical Issues in maintenance of an advertising agency.

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