

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

Time : 3 Hours

Max.marks :60

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

Answer any **TEN** questions

1. Target audience.
2. Web ads.
3. Body Copy.
4. Appeal.
5. Marketing Mix.
6. SWOT.
7. Case studies.
8. New Media.
9. Ethical issues.
10. Consumer.
11. Design.
12. Tagline.

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

Answer any **FIVE** questions

13. Write about types of advertising.
14. List the functions of Advertising agency.
15. Elucidate the importance of marketing mix.
16. How media advertising helps in global marketing?
17. Write about the legal aspects of advertising.
18. Explain the art of good copy writing?
19. List out different types of Advertising in detail.

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

Answer any **THREE** questions

20. Elucidate the role of advertising.
21. Write short note on the following
(a) Slogans (b) Logos
22. Explain the various types of Advertisements with suitable examples.
23. Discuss the current trends in advertising in India.
24. Describe the need to incorporate the legal and ethical aspects during creation of an advertisement.

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