

**M.A. DEGREE EXAMINATION, APRIL 2020**  
**II Year IV Semester**  
**Advertising**

**Time : 3 Hours**

**Max.marks :75**

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

Answer any **TEN** questions

1. PACT
2. Fear Appeal.
3. Body Copy.
4. Brand Loyalty.
5. Campaign
6. Marketing Mix.
7. CPM
8. Reach
9. Transit Advertising.
10. Retention
11. Slogan
12. Handbill

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

Answer any **FIVE** questions

13. Discuss the need and importance of advertising.
14. What are the components of good AD layout?
15. Explain AIDAS process with suitable example.
16. Discuss the role of media planner.
17. Define ASCI and its functions.
18. Explain with reason any one advertising campaign which you believe is misleading.
19. What are the types of media vehicles available in the market?

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

Answer any **THREE** questions

20. Elaborate in detail the departments in AD agency and their functions.
21. Briefly explain the process involved in branding.
22. What are the benefits of market segmentation?
23. Explain media selection process and scheduling pattern.
24. Trace out the recent developments of social marketing and its impact.

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