

B.Sc. DEGREE EXAMINATION, ODD SEMESTER 2020
III Year V Semester
Advertising

Max.marks :25

Answer any **FIVE** questions (5 × 5 = 25) Marks

1. Explain Different types of advertising.
2. Write about (a) Body Copy (b) Headlines (c) Advertisement Design.
3. Write about Marketing Mix, SWOT analysis, Media mix
4. Explain New Trends in Advertising.
5. Write about Advertisement and Legal Aspects & Ethical Issues.
6. Write about Fundamentals of arts layout and design.
7. Explain about:-
 - (a) Target Audience
 - (b) Geographic Audience
 - (c) Media and purpose
 - (d) Web Ads