



K23P 1344

Reg. No. : .....

Name : .....

III Semester M.A. Degree (CBSS – Reg./Supple./Imp.)  
Examination, October 2023  
(2020 Admission Onwards)  
JOURNALISM AND MASS COMMUNICATION  
MCJ 3C 10 : Advertising

Time : 3 Hours

Max. Marks : 60

**Instruction :** Answer question no. 1 and four others. All questions carry equal marks.

- I. Write short notes on **any four** of the following :
    - 1) Image advertising.
    - 2) Audience segmentation.
    - 3) Copywriters formula.
    - 4) Advertising appeal.
    - 5) Surrogate advertising.
    - 6) Branding.
  - II. Explain with examples, the roles and functions of advertising.
  - III. What do you feel are the key characteristics of online advertisements ?
  - IV. What are the important elements of a print advertisement ? Also explain the function of each.
  - V. Explain with examples various types of advertising.
  - VI. What are the important things to be noted while planning and producing television commercials ?
  - VII. Describe the various types and stages of advertising evaluation.
  - VIII. How will you explain offensive advertising ? Also list the ethical codes to be followed while creating advertisements.
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