



**K17P 1335**

Reg. No. : .....

Name : .....

**Third Semester Mass Communication and Journalism Degree (Regular)  
Examination, November 2017  
(2016 Admn.)  
MCJ 3C10 : ADVERTISING**

Time : 3 Hours

Max. Marks : 60

Answer question 1 and **four** others. **All** questions carry **12** marks.

I. Write short notes on any four of the following.

- 1) Celebrity endorsement
- 2) AIDA formula
- 3) Product positioning
- 4) Surrogate advertising
- 5) 'Cost Per Thousand (CPM)'
- 6) Logo

II. Detail the history of advertising in India.

III. Critically evaluate the different appeals of advertising.

IV. Critique the key ethical issues that challenge the practice of advertising.

V. Prepare a print advertisement for the Government on any topic related to health communication.

VI. Why advertising research is needed ? What are its objectives ?

VII. Compare and contrast the strength and weakness of different media for advertising.

VIII. Critically analyze any television commercials of your choice.

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