



K18P 0927

Reg. No. :

Name :

**Third Semester Mass Communication and Journalism (MCJ) Degree
(Reg./Imp.) Examination, October 2018
(2016 Admn. Onwards)
MCJ3C10 : ADVERTISING**

Time : 3 Hours

Max. Marks : 60

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

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

- 1) Prime time.
- 2) Define advertising.
- 3) DAGMAR.
- 4) Copy testing.
- 5) TRP.
- 6) Transit advertisements.

II. Write a short note on the various professional organizations in the advertising field.

III. Detail the structure of Advertising agencies.

IV. Examine the functions and dysfunctions of advertising in our society.

V. Prepare a Public service advertisement on the occasion of the world environment day.

VI. Examine the new trends in contemporary advertising.

VII. Discuss the components of a print display advertisement.

VIII. Explain the types of advertisement.
