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Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.) EXAMINATION, OCTOBER 2019

Third Semester

B.A.—Visual Communication

Course 3-3—ADVERTISING—Paper I

(2017 Admission onwards)

Time : Three Hours

Maximum Marks : 80

Part A

Write short notes on any *ten* of the following. Each question carries 2 marks :

1. Market segmentation.
2. Micromarketing.
3. USP.
4. Sales promotion.
5. Target audience.
6. Telemarketing.
7. DAGMAR.
8. Advocacy advertising.
9. Sponsored content.
10. Launch.
11. Buzz marketing.
12. Lobbying.

(10 × 2 = 20)

Part B

Answer any *six* questions. Each question carries 5 marks :

13. What are the tools used to facilitate internal public relations ?
14. Differentiate between press release and press conference.
15. What are the legal and ethical issues associated with public relations ?
16. Show the relation between public relations and corporate social responsibility.

Turn over





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17. What are the communication tasks associated with public relations ?
18. What is meant by demographic segmentation ? Explain its utility in advertising.
19. Explain the 4 'P's of advertising.
20. Explain the importance of media selection in advertising.
21. Explain the different types of advertising.

(6 × 5 = 30)

Part C

Answer any *two* questions. Each question carries 15 marks :

22. What are the qualities needed and responsibilities to be handled by a PRO ?
23. Depending on the type of media, the advertisement strategy, approach and content may vary. Discuss.
24. Explain the different departments and working of an advertising agency.
25. Evaluate the recent trends in advertising in India.

(2 × 15 = 30)

