



QP CODE: 22100711



22100711

Reg No :

Name :

B.A DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, APRIL 2022

Third Semester

B.A. Visual Communication

COMPLEMENTARY COURSE - VC3CMT05 - ADVERTISING PAPER I

2017 Admission Onwards

0D2351C0

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define advertising.
2. Explain subliminal persuasion.
3. Explain classifieds.
4. What is targeted marketing?
5. What is consumerism?
6. What is press conference?
7. Write a note on national advertising.
8. Who is a spokes person?
9. What is a Media kit?
10. Write a note on Humorous copy.
11. What is suggestion boxes?
12. What is press briefing?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Distinguish between advertising and personal selling.





14. Explain the influence negative contents in advertising.
15. Write a note on advertising agency.
16. Write about sales objectives.
17. What is PRSA and its role in international public relations.
18. Describe the history of PR.
19. Public relation is closely related to media relations. Describe?
20. Explain copy writing.
21. Radio is selected for publicity. Why?

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Describe the origin and development of advertising in India.
23. Explain the role of creative strategies in both advertising and public relations.
24. Outline a brief code of conduct for public relations.
25. Describe the structure of public relations department in private sector.

(2×15=30)





14. Explain the influence negative contents in advertising.
15. Write a note on advertising agency.
16. Write about sales objectives.
17. What is PRSA and its role in international public relations.
18. Describe the history of PR.
19. Public relation is closely related to media relations. Describe?
20. Explain copy writing.
21. Radio is selected for publicity. Why?

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Describe the origin and development of advertising in India.
23. Explain the role of creative strategies in both advertising and public relations.
24. Outline a brief code of conduct for public relations.
25. Describe the structure of public relations department in private sector.

(2×15=30)

