



23127674

QP CODE: 23127674

Reg No :

Name :

**B.A DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE
EXAMINATIONS, OCTOBER 2023**

Third Semester

B.A. Visual Communication

COMPLEMENTARY COURSE - VC3CMT05 - ADVERTISING PAPER I

2017 Admission Onwards

93A2452B

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Define advertising.
2. What is political advertising?
3. Explain viral campaign.
4. Define sales force management.
5. Describe Marketing mix.
6. What is the difference between advertising and Publicity?
7. Write a note on national advertising.
8. Write a note on News agencies.
9. Write a note on PRSI.
10. Explain sponsored program.
11. Write a note on public service advertising.
12. Explain periodicals.

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. What are the functions of advertising?
14. Enumerate some of major advertising agencies in India.
15. What is digital media marketing? Explain its scope in the era of social media.
16. Write about sales objectives.
17. Discuss the ethical aspects of advertising.
18. What are the principle objectives of PR and advertising?
19. Differentiate Propaganda and Public relations.
20. Describe headline and different types of headlines.
21. What is an advertising story board?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the basic concept of advertising. What are the important classifications of advertising?
23. Critically examine the major ethical issues in advertising and elucidate the impact of commercials on the society.
24. Exhibition is a type of publicity-How?
25. Describe the structure of public relations department in private sector.

(2×15=30)

