



QP CODE: 23104376



23104376

Reg No :

Name :

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

Third Semester

B.A. Visual Communication

COMPLEMENTARY COURSE - VC3CMT05 - ADVERTISING PAPER I

2017 Admission Onwards

A9A988A9

Time: 3 Hours

Max. Marks : 80

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Part A

*Answer any **ten** questions.*

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

1. Write a note on media tours.
2. What you mean by Lifestyle segmentation?
3. What is Advertorial?
4. Explain Branding.
5. Explain marketing.
6. Define public relation.
7. Write a note on image building.
8. Write a note on News agencies.
9. What is product advertising?
10. Write a note on sub-heads.
11. Explain Testimonial copy.
12. Write a note on External publication.

(10×2=20)

Part B

*Answer any **six** questions.*





Each question carries 5 marks.

13. Explain the role of advertising in society.
14. Enumerate some of major advertising agencies in India.
15. Write about objectives in marketing techniques.
16. Describe the various types of advertisement appeals.
17. What are the legal and ethical issues associated with advertising?
18. What are the different roles of a public relations officer?
19. State 4 points difference between In house PR and PR agency.
20. What is film advertising? Explain the merits and limitations of film advertising.
21. What are the features of news release?

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. What are the various types of advertisements with examples?
23. Discuss the various methods of setting an advertisement budget.
24. Write an essay on 20th century development on public relations.
25. Discuss the role of community relations in the context of PR. Cite few examples you know.

(2×15=30)

