

25900681

Reg.No :

Name :

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
MGU-UGP (HONOURS) Regular EXAMINATION October 2025

Third SEMESTER

Value Addition Course (VAC) - MG3VACVCN200 - ADVERTISEMENT AND SOCIETY

(2024 ADMISSION ONWARDS)

Duration: 1 Hour 30 Minutes

Maximum Marks: 50

Remember(K), Understand(U), Apply(A), Analyse(An), Evaluate(E), Create(C), Skill(S), Interest(I) and Appreciation(Ap)

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

Part A

Short Answer

Answer any **5** questions

Each question carries **2** marks

1. What is a scarcity tactic in advertising? [K] / [CO1]
2. What is "objectification" of women in ads? [U] / [CO2]
3. Name one global case where lack of ethics in advertising caused backlash. [A] / [CO4]
4. Recall one consequence of unethical advertising. [K] / [CO5]
5. State one challenge regulatory bodies face with digital advertising. [A] / [CO3]
6. What is greenwashing? [K] / [CO2]
7. Define consumer motivation. [U] / [CO2]

[2x5 = 10]

Part B

Answer in One Paragraph

Answer any **4** questions

Each question carries **5** marks

- | | |
|--|-------------|
| 8. Describe the role of Instagram in brand building. | [U] / [CO5] |
| 9. Apply the fairness cream ads controversy to ethical responsibility. | [A] / [CO3] |
| 10. Explain how ads influence family values. | [U] / [CO2] |
| 11. Write a note on the scope of advertising in the digital age. | [K] / [CO1] |
| 12. Apply strategies of responsible advertising to gender representation in ads. | [A] / [CO4] |
| 13. How did TV transform consumer culture through advertisements? | [K] / [CO1] |
| [5x4 = 20] | |

Part C

Essay

Answer any **2** questions

Each question carries **10** marks

- | | |
|--|-------------|
| 14. Discuss the significance of storytelling in digital advertising platforms. | [U] / [CO5] |
| 15. Discuss harmful effects of racial and cultural stereotypes with examples. | [U] / [CO2] |
| 16. Discuss the impact of advertising bans on alcohol in different cultures. | [U] / [CO3] |
| 17. Discuss the societal functions of advertising with reference to globalization. | [K] / [CO1] |
| [10x2 = 20] | |