



K21P 1049

Reg. No. :

Name :



III Semester M.A. Degree (CBSS – Reg./Suppl./Imp.)
Examination, October 2021
(2018 Admission Onwards)
JOURNALISM AND MASS COMMUNICATION
MCJ 3C 10 : Advertising

Time : 3 Hours

Max. Marks : 60

Instructions : 1) Answer question no. I and **four** others .
2) **All** questions carry **12** marks **each**.

- I. Write short notes on **any four** of the following :
 - 1) Leo Burnett.
 - 2) Classified advertising.
 - 3) Copy writer.
 - 4) Logo.
 - 5) Advertising appeals.
 - 6) Aperture concept in media planning.
 - II. State the different types of advertising citing with suitable examples.
 - III. Write a short note on the evaluation of advertising effectiveness.
 - IV. Write a short note on the history and evolution of advertising in India.
 - V. Evaluate the criticisms raised against advertising in the present scenario.
 - VI. Discuss any one popular advertisement campaign of your choice.
 - VII. Comment on the portrayal of women in advertisements.
 - VIII. Which is your favourite Television advertisement in recent times ? Why ?
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