



K22P 1344

Reg. No. :

Name :



III Semester M.A. Degree (CBSS – Reg./Sup./Imp.) Examination, October 2022
(2019 Admission Onwards)
JOURNALISM AND MASS COMMUNICATION
MCJ 3C 10 : Advertising

Time : 3 Hours

Max. Marks : 60

Instruction : Answer Q. No. 1 and **any four** others. **All questions carry equal marks.**

- I. Write short notes on **any four** of the following :
 - 1) Banner advertising.
 - 2) Full service agency.
 - 3) O and M.
 - 4) Humour appeal.
 - 5) Positive space.
 - 6) Copy testing.
 - II. What are the important milestones in the history and evolution of advertising ?
 - III. What are the different types of advertising ? Explain each with examples.
 - IV. Explain the positive and negative effects of advertising.
 - V. Illustrate the basic elements of an effective print advertisement.
 - VI. What are the stages involved in copy writing ?
 - VII. List and explain different types of advertising layout.
 - VIII. What is an advertising appeal ? Elaborate on different types of appeals with examples.
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