



Reg. No. :

Name :



M 18581

**Third Semester M.C.J. Degree (Regular / Supplementary) Examination,
December 2010
(2009 Admn.)
CJ 302 : ADVERTISING**

Time: 3 Hours

Max. Marks: 60

*Instructions : Answer question VIII and four others.
All questions carry equal marks.*

- I. Discuss the economic and social benefits of advertising.
 - II. Explain with examples on how advertising utilises prosocial messaging to influence consumer behaviour.
 - III. What are the key ingredients in effective advertising ?
 - IV. Prepare a 25-seconds radio commercial for a new brand of washing powder.
 - V. Explain the principles of copywriting for an advertisement and give suggestions for a good layout for a print media ad.
 - VI. List out the key ethical issues that affect Indian advertising.
 - VII. Describe the different stages of an advertising campaign on television to promote a plastic-free environment.
 - VIII. Write short notes on **any four** :
 - 1) Spectaculars
 - 2) Brand image
 - 3) Lip sync
 - 4) Copy platform
 - 5) ASCI
 - 6) Corrective advertising.
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