



**M 20839**

Reg. No. : .....

Name : .....

**Third Semester M.C.J. Degree (Reg./Sup.) Examination, December 2011  
(2009 Admn.)**

**CJ 302 : ADVERTISING**

Time: 3 Hours

Max. Marks: 60

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

- I. Describe the different types of advertising, highlighting the merits of each type. **12**
- II. What are the different levels of self-regulation that apply to the advertising industry ? **12**
- III. Discuss with examples the effectiveness of television as a medium for advertising. **12**
- IV. What is creative strategy in advertising ? Exemplify. **12**
- V. Discuss the recent trends in advertising, underlining the creativity aspect. **12**
- VI. Describe some of the techniques involved in media planning and buying. **12**
- VII. Describe the method of visualization for any one print media advertisement for a product of your choice. **12**
- VIII. Write short notes on **four** :
  - 1) Concept testing
  - 2) Advertorials
  - 3) Media mix
  - 4) POP display
  - 5) Advocacy advertising
  - 6) Slogans.

**(4×3=12)**