



M 22737

Reg. No. :

Name :

Third Semester M.C.J. Degree (Reg./Sup.) Examination, December 2012
CJ 302 : ADVERTISING

Time : 3 Hours

Max. Marks : 60

Instructions : 1) Answer question **VIII** and **four** other.
2) **All** questions carry **equal** marks.

- I. Examine the advantage of niche marketing in the context of globalisation.
 - II. Describe the use of different appeals in advertising in order to change consumer behaviour towards a particular product.
 - III. Based on your recent exposure to television advertisements, which in your opinion is the most effective and why?
 - IV. What are the advantages and disadvantages of Internet advertising?
 - V. Critically evaluate the legal and ethical aspects of advertising in India.
 - VI. Examine the factors that influence media selection.
 - VII. Explain the different elements in an advertisement, while emphasising the creative concept to be used.
 - VIII. Write short notes on **any four** :
 - 1) U.S.P.
 - 2) Cyber marketing
 - 3) Public service advertising
 - 4) Trademarks
 - 5) Media aperture
 - 6) Psychographics.
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