



M 24542

Reg. No. :

Name :

Third Semester M.C.J. Degree (Reg./Sup.) Examination, December 2013
CJ 302 : ADVERTISING

Time: 3 Hours

Max. Marks : 60

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

- I. Detail the important parts of a Print advertisement copy. Describe their role and functions with suitable examples.
 - II. Discuss the structure and functioning of advertising agencies.
 - III. Elaborate with relevant examples, different types of advertising appeals.
 - IV. Define advertisement. Explain the different types of advertisements.
 - V. What is advertising research ? Discuss the important components of advertising research.
 - VI. Which is your favourite television advertisement ? Why ?
 - VII. Discuss the strength and weakness of radio advertisements.
 - VIII. Write short notes on **any four** :
 - 1) Positioning
 - 2) Bleed
 - 3) AIDA
 - 4) Surrogate advertising
 - 5) Jingle
 - 6) Slice of life.
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