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(Pages : 2)

Name.....

Reg. No.....

**SECOND SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2023**

(CBCSS)

Journalism and Mass Communication

MCJ 2C 02—ADVERTISING AND MARKETING COMMUNICATION

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

I. Write short notes on any *four* of the following. Each answer carries 2 weightage :

- a Media Strategy.
- b AIDA Model.
- c Logo.
- d Outdoor Advertisement.
- e Market repositioning.
- f Integrated Marketing Communication.
- g Media Selection.

(4 × 2 = 8 weightage)

II. Write short essays on any *four* of the following. Each answer carries 3 weightage :

- a Discuss the Concept of an illustration and its importance in the ad copy.
- b What is Media Mix ? How do you determine the right media mix for an ad campaign ?
- c Explain the impact of Advertising on consumer buying behavior with a suitable example.
- d What do you mean by Public Service Advertisement ? Discuss any *two* government public service advertisements.
- e Discuss the basis of marketing segmentation with a suitable example.
- f Explain the Elaboration Likelihood Model of communication and discuss its criticism.
- g Elaborate on the code of ethics by ASCI with suitable examples.

(4 × 3 = 12 weightage)

Turn over

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III. Write long essays on any *two* of the following. Each answer carries 5 weightage :

- a Discuss the significance of the creative department in an advertising agency.
- b 'Changing global economics is changing the marketing scenario'. Comment.
- c Delineate the Principles of design in advertising.
- d Elaborate on the challenges faced by an advertising agency during rural marketing.

(2 × 5 = 10 weightage)