

D 140587**(Pages : 2)****Name.....****Reg. No.....****SECOND SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2026****(CBCSS)****Journalism and Mass Communication****MCJ2C02—ADVERTISING AND MARKETING COMMUNICATION****(2019 Admission onwards)****Time : Three Hours****Maximum : 30 Weightage****Section A****I. Write short notes on any *four* of the following. Each question carries 2 weightage :**

- (a) Trademark.
- (b) Layout.
- (c) Sponsorship.
- (d) Market segmentation.
- (e) Transit advertisement.
- (f) Media selection.
- (g) USP.

(4 × 2 = 8 weightage)**Section B****II. Write short essays on any *four* of the following. Each question carries 3 weightage.**

- (a) Critically examine the concept of digital marketing with special reference to digital divide existing in our society.
- (b) Briefly explain the ELM model of attitude change.
- (c) 'A slogan can make or break the popularity of a business'. Analyze the statement with suitable examples.

Turn over

- (d) Prepare an ad campaign for creating awareness on 'nature protection and conservation of natural resources'. Justify the media selection to reach the audience effectively.
- (e) Discuss the fundamentals of layout and designing principles in print advertisements.
- (f) Comment your views on the socio-economic aspects of advertising in India.
- (g) Analyse the statement 'Advertisements are the major source of revenue for newspapers'.

(4 × 3 = 12 weightage)

Section C

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

- (a) Advertising agencies act as a mediator between the advertiser and the public. Justify the statement citing the role and functions of advertising agencies.
- (b) Advertisements ought to create the need among the consumers to buy the product. Discuss the impact of media advertisements on consumer behavior with suitable examples.
- (c) Examine the characteristics, scope and challenges of rural marketing.
- (d) Advertising itself is a communication as well as a marketing strategy. Comment your views.

(2 × 5 = 10 weightage)