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Name.....

Reg. No.....

**SECOND SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2021**

(CBCSS)

Journalism and Mass Communication

MCJ 2C 02—ADVERTISING AND MARKETING COMMUNICATION

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

1. *In cases where choices are provided, students can attend **all** questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

Part A

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

- (a) Ethics of Advertising.
- (b) DAGMAR Theory.
- (c) Media Mix.
- (d) Logo.
- (e) Market Positioning.
- (f) Product Life Cycle.
- (g) Direct Marketing.

(4 × 2 = 8 weightage)

Part B

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

- (a) What are the social and economic benefits of advertising? Does advertising really contribute to improve our standard of living?
- (b) Explain the AIDA Model of Communication and its effectiveness.
- (c) What is advertising campaign? How is it planned and executed?

Turn over

- (d) What are the advantages of segmenting the market ?
- (e) Discuss the importance of slogan in an advertisement copy. What are the points one should remember while writing slogan ?
- (f) Summarise the elements of Marketing Communication Mix and determine its use.
- (g) Argue, how the semiotics can be of value to the field of integrated marketing communications ?

(4 × 3 = 12 weightage)

Part C

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

- (a) Socio-political contexts play a major role in planning a campaign. Comment.
- (b) Illustrate the various steps involved in creating an advertising campaign for fast moving consumer goods.
- (c) What do you understand by media planning ? What is its relevance in the context of product campaign ?
- (d) Assume that you are the marketing communications manager for a brand of napkin. Discuss how the low involvement hierarchy could be of value in developing and advertising and promotion strategy for this brand.

(2 × 5 = 10 weightage)