

Malabar Christian College, Calicut
FIFTH SEMESTER UG INTERNAL EXAMINATION, SEPTEMBER 2025

Open Course in English

FEN5D02

Time : One Hour

Maximum: 30 Marks

Name:	Marks Scored	Section A		Total Marks
Class:		Section B		
		Section C		

Section A

(Answer any 5 questions, each question carries 2 marks)

1. What is Marketing Mix?
2. What's the difference between publicity and advertisement?
3. Define advertising strategy
4. Give examples for Service based advertisement
5. What is the purpose of advertising?
6. What is an advertising copy and why is it important?
7. What are the essential ingredients of copy creativity

Section B

(Answer any 2 questions, each question carries 5 marks)

8. Explain the stages of advertising process
9. Significance of Advertising Agencies
10. Copy thinking

Section C

(Answer any 1 question, each question carries 10 marks)

11. Analyse the importance of client servicing in the success of an organization
12. Evaluate the different marketing tactics employed for some popular ads.