

**SECOND SEMESTER M.A./M.Sc./M.Com. DEGREE EXAMINATION
JUNE 2020**

(CBCSS)

Journalism and Mass Communication

MCJ2C02—ADVERTISING AND MARKETING COMMUNICATION

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

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

- (a) Functions of Advertising.
- (b) AIDA formula.
- (c) ELM model.
- (d) Trademark.
- (e) Institutional advertisement.
- (f) Market Segmentation.
- (g) Integrated Marketing Communication.

(4 × 2 = 8 weightage)

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

- (a) Explain the role of a copywriter in advertising agency with reference to some recent print media advertisements.
- (b) What is corporate advertising ? Why do organizations launch corporate campaign ? Explain.
- (c) What is the function of headline in a print advertisement ?
- (d) Describe different types of advertisements.
- (e) What is Brand positioning ? Discuss with examples.
- (f) Good advertising creates market segmentation. Do you agree ?
- (g) Digital Marketing Communication today is more legal than ethically controlled phenomenon. Explain.

(4 × 3 = 12 weightage)

Turn over

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

- (a) Define Advertising and trace its historical development.
- (b) What is a brand ? Explain what you understand by brand management.
- (c) Based on the basic competitive positioning strategies suggested by Michael Porter. What are the steps to be adopted in developing an effective marketing communication ?
- (d) Design and analyse the media planning in launching a new car in the market.

(2 × 5 = 10 weightage)