PG Even Semester Examination, September, 2023

JOURNALISM & MASS COMMUNICATION

(2nd Semester)

Course No: MJMC-552
(Advertising)

FM: 70
Pass Marks : 28
Time: 3 Hours

The figures in the right margin indicate full marks for the question.
Answer any five questions, taking one from each unit.

UNIT-I

1. (a) Discuss the concept of advertising. 5

   (b) Explain the nature and scope of advertising in Market-oriented society. 9

Or

2. (a) Elaborate 'AIDA' Model with suitable example. 5

   (b) "Advertising needs to exite young people with different abilities and talents to be a part of the industry and its needs those over forty to be shaken up because the business and the needs of the business are changing." Do you agree with the statement? Give reasons for your answer. 9

UNIT-II

3. (a) Describe the concept of creativity in advertising. 5

   (b) How can idea be generated in advertising? Discuss with suitable example. 9

Or

4. (a) Define copy in advertising. 5

   (b) Elaborate the principle of television copy writing. 9

UNIT-III

5. (a) What do you mean by advertising campaign? 5

   (b) Discuss various steps of advertising campaign planning. 9

Or

6. (a) Describe the concept of Brand Positioning. 5

   (b) Discuss how an advertizer should take the strategic decision before the launch of a new product in the market. 9

UNIT-IV

7. (a) Elaborate the strategy for pitching a new client. 5

   (b) Discuss the different between advertising and marketing. 9

Or

8. (a) Discuss the concept of product life cycle. 5

   (b) Elaborate the methods of setting advertising budgets. 9

UNIT-V

9. Write short notes on any two of the following : 7x2=14

   (a) Types of Advertising Agency

   (b) Surrogate advertising

   (c) Product Research

   (d) Appeals in Advertising

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