2025/SEM/EVEN/05/17/JMC-553/425

PG Even Semester Exam, May 2025

Journalism & Mass Communication

2nd Semester

COURSE NO. MJMCC-553

[Advertising Management]

Full Marks : 70

Pass Marks : 28

Time : 3 hours

The figures in the margin indicate full marks for the questions.

Answer any five question taking one from each Unit.

UNIT-I

1. a. "Advertising is any paid from of non-personal presentation and promotion of ideas, goods or services by an identified sponsor"- Explain. 5

   b. Discuss the various roles of advertising in a market oriented society. 9

Or

2. a. Define AIDA Model. 5

b. "Money spent on advertising is wasteful"- Do you agree with this statement? Give reasons for your answer. 9

Turn over

UNIT-II

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

b. (i) If you are a copywriter looking for agency, list your first FIVE choices and state the reasons why you would like to be employed by them. 5

(ii) Suggest other uses for overstocked toothbrushes. (At least FIVE). 4

Or

4. a. Define 'copy' in advertising. 5

b. "It is said that the copywriters inherit traits from a mother who was a great novelist and father who was a good salesman"- Comment on this statement considering the essential qualities of a copywriter. 9

UNIT-III

5. a. What do you mean by advertising campaign planning? 5

b. Discuss the various steps of advertising campaign planning. 9

Or

6. a. Describe the concept of brand positioning. 5

b. Differentiate between brand positioning and product positioning. 9

UNIT-IV

7. a. What is an 'appeal' in advertising? 5

b. Discuss the various kinds of appeals in advertising with suitable examples. 9

Or

8. a. What is an advertising agency? 5

b. Discuss the different types of advertising agency in India. Give at least three names of reputed advertising agency in India with their clientele. 9

UNIT-V

9. a. Elaborate the strategy for pitching a new client. 5

b. Discuss the difference between advertising and marketing. 9

Or

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

a. Surrogate advertising

b. Advertising Research

c. Marketing Mix

d. Target Audience

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