

B.A. III - Year V - Semester (CBCS) Examination, November / December 2019

Subject : Communication and Journalism

Paper - V

Advertising

Time: 3 Hours

Max. Mar

Note : Answer five question from part-A and all question from part - B

PART - A (5 x 4 = 20 Marks)

Short Answer Type

1. Promotional mix
2. Surrogate advertising
3. Advertisings Agency
4. Internet advertising
5. ASCI
6. Classified Advertisements
7. TRPS
8. Prime time

Part - B (5X12 = 60 Marks)

Essay Answer Type

9. a) What are the functions of advertising in developing countries?  
OR  
b) Discuss the effects of advertising on different sections of society.
10. a) Describe the different types of advertisements.  
OR  
b) What are the merits and demerits of outdoor advertising?
11. a) Sketch the structure of an advertising agency and list out the functions of various departments.  
OR  
b) Describe the versions types of advertising agencies.
12. a) Explain the process of creating an advertisement from rough sketch to final release.  
OR  
b) How does creative visualization help in effective copy writing?
13. a) Describe code of ethics provided by Advertising Standard Council of India.  
OR  
b) Explain important provisions of Drug and Magic Remedies Act.