

Exam. Code : 103205

Subject Code : 1233

B.A./B.Sc. 5th Semester

**JOURNALISM & MASS COMMUNICATION
(ADVERTISING)**

Time Allowed—3 Hours]

[Maximum Marks—80

SECTION—A

Note :—Attempt **all** the questions. Each carries equal marks.

1. Storyboard
2. Advertorial
3. Ad Boutique
4. Brand Endorsement
5. Client
6. Skyscraper
7. Display Jumble
8. Promotional mix
9. Transit advertising
10. Pamphlet.

10×2=20

SECTION—B

Note :—Attempt any **eight** questions. Each carries equal marks.

1. Bring out the differences between Publicity and Propaganda.
2. Discuss the organizational set up of an Ad Agency.

3. Write a note on AIDA model by giving suitable examples.
4. What are the essentials of good copy writing ? Discuss.
5. Discuss about the need of advertising in today's world.
6. Define Surrogate Advertising. Discuss in detail by giving examples of surrogate Ads.
7. What is an Advertising Appeal ? Discuss its various types.
8. Draft a Classified Ad on any topic of your choice.
9. Give a detailed account of corporate advertising and its importance.
10. What is an advertising Campaign ? Discuss. $8 \times 5 = 40$

SECTION—C

Note :—Attempt any **two** questions. Each carries equal marks.

1. Write an elaborate note on the growing trend of online advertising.
2. Discuss in detail the various parts of an advertisement.
3. Draft an advertisement for the upcoming General Elections-2019 in India.
4. How Print advertising is different from TV advertising? Discuss in detail. $10 \times 2 = 20$