

Exam. Code : 103205

Subject Code : 1234

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

JOURNALISM AND MASS COMMUNICATION

(Advertising)

Time Allowed—3 Hours] [Maximum Marks—80

SECTION—A

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

1. Gatefold
2. Propaganda
3. Creatives
4. Brand Identity
5. Tag line
6. Directory Advertising
7. Emotional Appeal Advertisement
8. AIDA
9. Jingle
10. Kiosks.

10×2=20

SECTION—B

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

1. Bring out the differences between commercial and non-commercial Advertising.
2. Discuss about the growing popularity of Online Advertising.
3. Write a note on Advertising Code.

4. What is a Storyboard ? Discuss its importance in the world of Advertising.
5. Define Display Advertising. Discuss in detail by giving examples of Display Ads.
6. Write a note on various parts of an advertisement.
7. Give a detailed account of public relations advertising and its importance.
8. What do you mean by the design and layout of an advertisement ? Discuss.
9. Discuss the various modes of advertising used in day to day lives.
10. What are the pre-requisites of copy writing for an advertisement ? Detail. 8×5=40

SECTION—C

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

1. Write an elaborate note on advertising in various media by citing suitable examples.
2. Discuss in detail the need and scope of advertising in the present arena.
3. Draft an advertisement 'Spreading Awareness about Environmental Problems'.
4. Elaborate on the organizational set up and functions of an Ad Agency. 2×10=20