

Exam. Code : 103205

Subject Code : 1222

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

JOURNALISM & MASS COMMUNICATION

(Advertising)

Time Allowed—3 Hours] [Maximum Marks—80

Note :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. Bring out the differences between Publicity and Propaganda by giving suitable examples.
2. What role does advertising play in influencing the consumer behaviour ? Explain.

SECTION—B

3. What are the various parts of an advertisement ? Discuss in detail.
4. Give in detail the organizational setup of an Ad agency.

SECTION—C

5. Write a note on the following :

- (i) Client
- (ii) Brand value
- (iii) AIDA
- (iv) Tagline

6. Discuss the impact of advertising appeals on the masses.

SECTION—D

7. How advertising in newspapers is different from television advertising ? Discuss.
8. Explain the concept and relevance of Public Service Ads.