

Exam. Code : 217801

Subject Code : 4676

M.A. Journalism & Mass Communication Ist Sem.

ADVERTISING

Paper-V

Time Allowed—3 Hours]

[Maximum Marks—75

Note :— Candidates are required to attempt **five** questions, selecting at least **one** question from each section. The fifth question may be attempted from any section. Each question carries **15** marks.

SECTION—A

1. What is Advertising ? Describe types of advertisements.
2. How the effectiveness of advertising media can be measured?

SECTION—B

3. What is advertising campaign ? What are its advantages?
4. What is Media planning? What is the function of advertising agencies ?

SECTION—C

5. Why is information search behaviour so important to marketers ?
6. Discuss the relations between advertising and consumer behaviours.

SECTION—D

7. What is role of Advertising Standards Council of India ?
Discuss.
8. What is the Advertising Agencies Association of India ?
Discuss objectives of AAI.