

Exam. Code : 217801

Subject Code : 5623

M.A. Journalism and Mass Communication

1st Semester

ADVERTISING

Paper—V

Time Allowed—Three 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. Trace the evolution and growth of advertising.
2. What is marketing mix ? Discuss classification of advertising.

SECTION—B

3. Discuss the classification of advertising with suitable examples.
4. What do you mean by Advertising Budget ? What are the most commonly used advertising budgeting method ?

SECTION—C

5. What is integrated marketing communication ? Discuss.
6. What is consumer behaviour ? What are the types of consumer behaviour ?

SECTION—D

7. What is AAI ? Discuss its code of conduct.
8. What are the main functions of ASCI ? What is the advertising code ?