

S.No. 5857

RACSY 85 C

(For candidates admitted from 2008 to 2015 Batch)

B.Sc. DEGREE EXAMINATION, APRIL 2022.

Part III — Allied

ADVERTISING BASICS

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20)

Answer ALL the questions.

Write short notes on the following :

1. Ad Agency.
2. Functions of Advertising.
3. Branding.
4. Appeal.
5. Content writing.
6. Broadcast Media.
7. Advertising Ethics.
8. Client.
9. Budget.
10. Sales Promotion.

SECTION B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

11. (a) Examine the AIDA procedure with an example.
Or
(b) List down the Role of Advertising.
12. (a) Who is Target Audience?
Or
(b) What do you mean by advertising research?
13. (a) What is Copy writing?
Or
(b) Explain the importance of creative aspects in advertising production.
14. (a) Define Media Planning.
Or
(b) Discuss in detail about advertising ethics.
15. (a) Write short notes on campaign strategy.
Or
(b) What do you mean by testing and evaluation?

SECTION C — (3 × 10 = 30)

Answer any THREE questions.

16. Explain in detail about the types of advertising.
17. Define :
(a) Segmentation
(b) Positioning.
18. How do you make an effective advertising? Discuss.
19. Differentiate Print advertisement and Electronic advertisements in detail.
20. List down the advantages of PR in advertising.