

School of Media and Communication Studies

MA Journalism and Mass Communication

ETE - Jun 2023

Time : 3 Hours

Marks : 50

Sem II - MAMC5028 - Advertising

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. With an example, explain Creative Strategy Development for an Advertisement. Also describe the role of Appeal and Execution style in it. K2 CO4 (2)
2. Explain the nature and scope of advertising . K2 CO2 (2)
3. Illustrate with example about any recent Surrogate advertisement. K2 CO1 (2)
4. Explain the various Dos and Don'ts of copywriting in advertising. K2 CO3 (2)
5. Compare Humorous appeal with Rational appeal. K2 CO5 (2)
6. Identify various steps involved in process of an Ad layout. K3 CO2 (5)
7. Identify 5 leading advertising agencies of the world and discuss them in detail with their popular Advertisements. K3 CO3 (6)
8. Plan an advertisement based on AIDA model. K3 CO1 (5)
9. Examine the significance of Ehrenberg's Model in contemporary scenario. K4 CO5 (8)
10. Distinguish between "Creative Boutique" and "Media Buying" ad agency. K4 CO3 (8)
11. "Enlist the process of advertising goal setting with special reference to DAGMAR approach. K4 CO4 (8)