

**School of Liberal Education****Master of Arts in Journalism and Mass Communication  
Semester End Examination - Jun 2024****Duration : 180 Minutes  
Max Marks : 100****Sem II - K2PB202T - Advertising**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

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| 1)  | What is the function of ASCI?  | K1(2)  |
| 2)  | Explain the relevance of AIDA in current scenario.   | K2(4)  |
| 3)  | Illustrate with examples of how advertising appeals to consumers' emotions and desires?                        | K2(6)  |
| 4)  | Illustrate how the DAGMAR approach in advertising was a scientific way of approaching advertising.             | K3(9)  |
| 5)  | Illustrate the Laswell's Model in the context of advertising graphically and elaborate it.                     | K3(9)  |
| 6)  | Examine the role and impact of celebrity endorsement for brands success and brand image building in long term. | K5(10) |
| 7)  | Critically analyze the utility of AI in ad copy writing.   | K4(12) |
| 8)  | Examine the utility of Laswell's Model in the context of advertising.  | K5(15) |
| 9)  | Examine the similarities and differences between AIDA and DAGMAR model of advertising.                         | K5(15) |
| 10) | Discuss how the advertising in India has contributed to its economic growth?                                   | K6(18) |