

MALABAR CHRISTIAN COLLEGE, CALICUT
Open Course FE5D01 Studies in Advertising
2nd Internal Examination October 2011

Time: 3 Hrs

Total Weightage: 30

Section A: Objective Questions

Answer any 3 questions

(Weightage 3)

1. Mention two ways of advertising.
2. What is the importance of advertisements in social awareness?
3. Who is considered as the father of modern advertising?
4. What do you mean by covert advertising?
5. What is green advertising?

II. Short answer type questions. Answer all 9 questions

(9 x 1wt = 9)

6. Why advertising is important to a consumer?
7. Can advertisements affect the income of an industry? Why?
8. What is the role of celebrities in advertisement?
9. Why new trends are adopted in advertising industry?
10. Who is an advertiser? What is his role in the industry?
11. Why there is a need for attractive and catchy ads?
12. What is a mass media? What is its role in advertising field?
13. Give a small account on electronic media ads.
14. What is an *office memorandum*?
15. What are the types of minutes?

III. Short essay/paragraph questions. Answer any 5 questions from 7 (5 x 2wt = 10)

16. What is the function of advertising agencies?
17. What are the impact of advertising on our society and culture?
18. What are the various techniques used in advertisement to persuade consumers?
19. Write your opinion about client satisfactions in advertising field?
20. Advertisement and client satisfaction, How they are related?

IV. Essay questions (Answer 2 question from 3)

(2 x 4wt = 8)

21. Mention the new trends in advertising & advantages of advertising.
22. What is the role of an ad agency? Describe it's structure.
23. *Advertisement touches someone in one way or another.* Elucidate

(Total 23 questions and 30 weightage)