

Registration Number:

Date & session:

**ST.JOSEPH’S UNIVERSITY, BENGALURU -27**

 **MA JOURNALISM & MASS COMMUNICATION – I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**MC 7322: ADVERTISING**

**Time: 2 Hours Max Marks: 50**

**This paper contains ONE printed page and TWO parts**

**I. Answer any FIVE of the following questions in 200 words each. (5X6=30)**

1. "Positioning is about identity." Hypothesize the basis and need for positioning with

suitable examples.

2. Discuss different techniques of pre-testing ad copies.

3. "Advertising appeals are communication strategies that marketing professionals use to grab attention and persuade people to buy." Do you support this view? Compile the different types of advertising appeals and its importance with suitable examples.

4. "The objective of advertisement is to create a positive mental disposition to buy a product." Hypothesize your perspectives using DAGMAR approach.

5. Analyze the components of brand building and management.

6. Discuss the following strategic advertising approaches with suitable examples:

a) USP approach b) Preemptive approach c) Generic approach

7. Define marketing communication. Write the different types of sales promotion and merchandising used for marketing.

**II. Answer any TWO of the following questions in 350 words each. (2X10=20)**

8. “When advertisements positively portray women and children, there is an increased likelihood of having a positive image over the brand.” Have you come across such advertisements breaking stereotypes? Defend your arguments with suitable examples.

9. Formulate the stages involved in an advertising campaign. Explain the methods of evaluation of the campaign with suitable examples.

10. Analyze the following advertising model with suitable examples:

a) Ehrenberg model b) Maslow’s model of hierarchy needs