

Date:07-03-2022

Registration number:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27**

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

SEMESTER EXAMINATION: OCTOBER 2021

(Examination conducted in March 2022)

**MC 7421: Advertising (Theory)**

**Time - 2 ½ hrs Max Marks - 70**

**This question paper contains TWO printed pages and TWO parts**

**Part A**

**I. Answer any 5 of the following. Word limit for each answer is 250. (5x6=30)**

1. Explain the difference between surrogate advertising and covert advertising.
2. Bring out the differences between psychographics and demographics.
3. What are the principles of guerrilla advertising? Explain with suitable examples.
4. Explain the functions of the creative department in an ad agency.
5. State the differences between inbound and outbound advertising with suitable examples.
6. How can appeals be used effectively in advertisements? Explain any 3 appeals used in advertisements.

**Part B**

**II. Answer any 4 of the following. Word limit for each answer is 450. (10x4=40)**



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Text: It’s sugar free

1. Discuss the above mentioned print advertisement in detail covering the elements taken into consideration for print medium.
2. Explain Maslow’s Hierarchy of needs in relation to advertising strategy.
3. Explain the various types of online ads. Briefly discuss the ethics of native advertising.
4. Discuss in detail 3 commercials from India which faced a ban for compliance issues.
5. Critically analyse the portrayal of women in Indian advertising using suitable examples.

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