

AU-6783

B.A. (Mass & Communication) (Fifth Semester) Examination, 2014

Introduction to Advertising

1. Objective Answer -

- i- a
- ii- b
- iii- a
- iv- a
- v- b
- vi- c
- vii- b
- viii- d
- ix- a
- x- a

Long Answer-

- 2. The answer should focus the effective role of Radio in the emerging field of advertisement and its impact also. U can also focus that how this audible medium is important in this society (illiterate/village).
- 3. This answer requires the definition, structure and function of Ad Agency, as a production house of Advertisement and its different works in the Ad production.
- 4. You can describe the meaning of 'Brand' and the importance in the arena of advertisement .on the basis of any ideas/services/ products are established in the society or among the consumers as a Brand.
- 5. In this answer you just discuss about the positive and negative advertisement with suitable examples ,and impacts of both advertisement in our society.
- 6. Discuss about the meaning of Advertisement and the strategy which is pursued for establish and sell any product.
- 7. Write about the code of conduct of Advertising and focus on its necessary ethical values and its need in the society as well as in the market.
- 8. Discuss the meaning of Advertising and outline its historical point of development.

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