

M.A. Examination, 2016
Semester-III
Journalism and Mass Communication
Course – X
(Advertising Management)

Time: 3 Hours

Full Marks: 40

Questions are of equal value or as indicated in the margin.

Answer **any two** questions from question no. **1 to 4**. Question no. **5** is compulsory.

1. “Image means personality”. Elucidate your answer from the perspective of a brand (give detailed examples). 15
 2. Trace the role of Public service Advertisements in the societal development of India. 15
 3. Discuss the role of social issues in commercial advertising and its impact on society and the target audience. 8+7=15
 4. Discuss the concept of ethics in advertising with special reference to ASCI. 15
 5. Write short notes on **any two** of the following: 5×2=10
 - (a) AIDA
 - (b) Ad Humor
 - (c) David Ogilvy
 - (d) Rural Advertisement
-