

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the significance of advertising in modern communication	K1	CO1
	(OR)			
	11.b.	Describe the key elements of an effective advertising campaign.		
2	12.a.	Evaluate the importance of understanding the target audience's needs and preferences in developing successful advertising campaigns.	K2	CO2
	(OR)			
	12.b.	Describe the key steps involved in developing an advertising campaign, from ideation to evaluation.		
3	13.a.	Explain the importance of media planning in advertising campaigns	K1	CO3
	(OR)			
	13.b.	Explain the role of media buying in optimizing advertising budgets and reaching target audiences effectively.		
4	14.a.	Discuss the structure and functions of advertising agencies.	K1	CO4
	(OR)			
	14.b.	Discuss the advantages and limitations of mobile advertising compared to traditional forms of advertising.		
5	15.a.	Evaluate the need for stronger regulatory frameworks and enforcement mechanisms to ensure ethical advertising practices.	K2	CO5
	(OR)			
	15.b.	Critically analyze the effectiveness of self-regulation in the advertising industry, with a focus on the role of the Advertising Standards Council of India (ASCI).		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Critically analyze the AIDA Model and its application in contemporary advertising.	K1	CO1
2	17	Analyze how advertisers strategically choose appeals based on target audience characteristics and desired outcomes. Support your discussion with relevant case studies.	K1	CO2
3	18	Evaluate how advertising research can be used to refine media strategies and enhance overall campaign performance.	K1	CO3
4	19	Discuss how social media platforms have changed the dynamics of advertising.	K2	CO4
5	20	Define surrogate advertising and discuss its prevalence in promoting banned or restricted products like alcohol and tobacco.	K2	CO5