PSG COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2025

(Fourth Semester)

Branch - JOURNALISM AND MASS COMMUNICATION

ADVERTISING & MARKETING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

 $(10 \times 1 = 10)$

		ALL questions carry EQUAL marks	10 × 1 =	= 10)
Module No.	Question No.	Question	K Level	СО
1	1	What is the primary goal of advertising? a) To provide entertainment b) To influence consumer behavior and promote products c) To publish research papers d) To control government policies	K1	CO1
	2	Which element of the marketing mix is concerned with how a product reaches customers? a) Product b) Price c) Promotion d) Place	K2	CO1
2	3	Which of the following is a traditional medium of advertising? a) Social media b) Mobile apps c) Television d) Search engine ads	K1	CO1
	4	Which pricing strategy involves setting a high initial price and then gradually lowering it? a) Penetration pricing b) Skimming pricing c) Psychological pricing d) Competitive pricing	K2	CO1
3	5	Which of the following is NOT a type of market segmentation? a) Demographic segmentation b) Psychographic segmentation c) Technological segmentation d) Behavioral segmentation	K1	CO1
	6	What is the main purpose of branding in marketing? a) To increase product cost b) To create a unique identity and build consumer trust c) To eliminate competition d) To decrease customer engagement	K2	CO1
4	7	What does SEO stand for in digital marketing? a) Search Engine Optimization b) Social Engagement Operations c) Strategic Economic Outreach d) Sales Enhancement Objective	K1	CO1
	8	Which type of advertising focuses on promoting a company's reputation rather than a product? a) Direct response advertising b) Institutional advertising c) Comparative advertising d) Reminder advertising	K2	CO1
5	9	Which of the following is a key advantage of digital marketing? a) High production costs b) Limited audience reach c) Real-time performance tracking d) No need for customer interaction	K1	CO1
	10	What is the term for unpaid promotion of a brand through customer recommendations? a) Paid advertising b) Viral marketing c) Word-of-mouth marketing d) Public relations	K2	CO1

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

 $(5 \times 7 = 35)$

Module No.	Question No.	Question	K Level	СО
1	11.a.	Explain the role of advertsing.		
	(OR)			CO1
	11.b.	Describe the main functions of advertsing.		
	12.a.	Explain the importance of Public Service Announcement.	K2	CO1
2		(OR)		
	12.b.	Write a note on: ASCI and AAAI.		
	13.a.	Describe the main objectives of marketing.		CO1
3		(OR)	K2	
	13.b.	Explain the elements of communication process.	:	
	14.a.	Write a brief note on Marketing mix.		
4	(OR)		K2	CO1
	14.b.	Explain the importance of marketing psychology.		
	15.a.	Describe the characteristics of market segmentation.		
5		(OR)	(OR) K2	
	15.b.	Write a brief note on product life cycle.		

SECTION -C (30 Marks) Answer ANY THREE questions

ALL questions carry EQUAL Marks

 $(3\times10=30)$

Module No.	Question No.	Question	K Level	СО
1	16	Evaluate Maslow's Hierarchy of Needs theory and its relevance in advertising and marketing.	K4	CO4
2	17	Explain the different types of advertising with suitable examples. Discuss their impact on consumer behavior.	K4	CO3
3	18	Discuss the marketing environment and explain the micro and macro factors that influence marketing decisions with examples.	K4	CO2
4	19	Explain the concept of marketing research, its importance, and the different types of marketing research with suitable examples.	K4	CO1
5	20	Discuss the ethical and moral issues in advertising and marketing. Provide examples to illustrate their impact on consumers and businesses.	K4	CO2