

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2024
(Fourth Semester)

Branch – JOURNALISM & MASS COMMUNICATION

ADVERTISING & MARKETING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 ----- advertising is done primarily to build awareness of the product.
(i) Indirect-action (ii) Direct-action
(iii) Awareness Ads (iv) None of the above
- 2 At the tip of the advertising pyramid is -----.
(i) Attention (ii) Desire
(iii) Interest (iv) Satisfaction
- 3 ----- refers to the exaggerated fantastical or impossible claims.
(i) Puffery (ii) Weasel
(iii) Hyperbole (iv) Subliminal
- 4 ----- refers to the emotional response or feeling triggered by a stimulus such as an advertisement.
(i) Individual affects (ii) Cognitive Interpretation
(iii) Affective interpretation (iv) Cognitive Mediation
- 5 ----- can be referred to as a period of total inactivity.
(i) Flighting (ii) Pulsing
(iii) Denoting (iv) Resting

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Discuss the main purposes of advertising.
OR
b Examine the advantages and disadvantages of personal selling Vs advertising.
- 7 a Write an account on media relationship.
OR
b What do you understand by self-regulation in advertising?
- 8 a What do you understand by the term 'promotional mix'?
OR
b Explain Corporate social responsibility with an example.
- 9 a Write short notes on 'buyer dissonance'.
OR
b Describe various cultural factors that affect consumer behaviour.
- 10 a Delineate message strategy and its relevance to the creative strategy.
OR
b Explain the importance of positioning in advertising of a brand.

Cont...

SECTION -C (30 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 x 6 = 30)

- 11 a Identify five product categories that can be classified for having induced differentiation. Using them, explain the role induced differentiation plays in advertising.
- OR
- b Discuss the role of advertising in today's world. What if it is completely obliterated from society?
- 12 a Trace the origins of shock advertising. Give examples to support that shock advertising is a better way to captivate.
- OR
- b What are ethics in advertising? Analyze the role of ethical bodies in India. Are they effective in implementing their policies?
- 13 a What are various stages of PLC? How will marketing activities vary from one another in case a firm has two different product categories at maturity and introduction stage?
- OR
- b What are the various tools that can be used for estimating market demand? Describe each briefly.
- 14 a Personality and attitude are the important determinants of self-concept and lifestyle. Give an example to state clearly how these factors may affect the marketing strategy.
- OR
- b Compare and contrast the AIDA model from the hierarchy of effects model.
- 15 a What do you understand by creativity? Do you think advertising rules are antithesis to creativity?
- OR
- b Vampire creativity is a problem faced by many advertisements. Give some examples of advertisements which you think were affected by vampire creativity. Suggest some steps that can be taken to remedy this.

Z-Z-Z

END