

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2018
(Second Semester)

Branch – JOURNALISM & MASS COMMUNICATION

ADVERTISING

Time: Three Hours

Maximum: 75 Marks

Answer ALL questions
ALL questions carry EQUAL marks

- 1 a Critically examine the socio economic effects of advertising.
OR
b 'Market research is an important factor in positioning a product'.
Comment.
- 2 a 'For an effective campaign media selection is very vital'. Elaborate.
OR
b Examine the different types of media available for an advertiser in
India.
- 3 a Examine the legal and ethical aspects of advertising in India.
OR
b Illustrate the features of advertising policy in India.
- 4 a Examine the role played by psychological factors in advertising.
OR
b Critically examine the waste and means of evaluating Advt
effectiveness.
- 5 a Critically examine problems of measuring audience ratings.
OR
b Discuss the need for effective global advertising and marketing
campaigns.

Z-Z-Z

END