

**FACULTY OF ARTS & SOCIAL SCIENCES**  
B.A CBCS III-Year (VI-Semester) Regular Examinations, June-2023  
Mass Communication and Journalism-VI (B)  
(Advertising)

Time: 3 Hours

Max Marks: 80

**SECTION-A**

(5×4=20 Marks)

Answer any Five questions from the following

1. Marketing.
2. In-film advertising.
3. In-house agencies.
4. Drug and Magic remedies Act.
5. Copy writing.
6. Bill boards.
7. Visualization in advertising.
8. Surrogate advertising.

**SECTION-B**

(5×12=60 Marks)

Answer all the following questions

9. (a) What are the functions of advertising in Indian Society?  
(OR)  
(b) Analyze the effects of advertising on different sections of the society.
10. (a) What are the largest trends in advertising?  
(OR)  
(b) Compare relative merits and demerits of newspapers as platforms for advertising.
11. (a) List out the functions of advertising agencies.  
(OR)  
(b) Give a broad outline on Creative boutiques.
12. (a) What are the various elements of an advertisements?  
(OR)  
(b) Discuss the process of creating an advertisement from rough sketch to final release.
13. (a) List out ethical practices enunciated by ASCI.  
(OR)  
(b) Discuss the important provisions of “The Food and Adulteration Act, 1954”.