

**Third Semester FYUGP Degree Examination NOVEMBER
2025**

KU3DSCJMC206 - ADVERTISING BASICS

2024 Admission onwards

Time : 2 hours

Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. Write three examples of non-verbal communication in ads
2. What is marketing communication?
3. Define advertisement positioning.
4. State any two emerging trends in advertising.
5. What does AAI stand for?
6. What is Advertorial?
7. What is PPC in digital advertisement?
8. Name two key elements of print advertising.

Section B

Answer any 4 questions. Each carry 6 marks.

9. Discuss the importance of selecting the right media for advertisements.
10. Write a short note on the importance of production department in an ad agency
11. Write a short essay on misleading advertisements.
12. Explain the advantages and disadvantages of Electronic Advertisements
13. Write a short copy for an ad promoting eco-friendly bags.
14. Suggest ways to integrate print and online media in one campaign.

Section C

Answer any 2 questions. Each carry 14 marks.

15. Discuss the process of encoding and decoding in advertising communication.
16. 'Advertising is a mass communication tool'. Justify your answer with examples.
17. Choose any popular ad of your choice and explain how the communication process is shown in the ad.