



Register Number:

DATE: 11-01-2021

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
M.A. JOURNALISM AND MASS COMMUNICATION – I SEMESTER
END SEMESTER EXAMINATION: DECEMBER 2020
MC 7418: ADVERTISING (THEORY)

Time: 2 ½ hrs

Max Marks: 70

This paper contains TWO printed pages and THREE parts

- I. Write short notes on any FIVE in 100 words each. (5X5 = 25 marks)
1. Humour appeal
 2. Transit advertising
 3. Native advertising
 4. Maslow's hierarchy of needs
 5. Stimulus-response model
 6. Inbound vs outbound marketing
- II. Answer any THREE in 200 words each. (3X10 = 30 marks)
7. Explain the various departments in an ad agency and their functions.
 8. What is ambush marketing? Explain using relevant examples.
 9. What is ASCI? Discuss its code for self-regulation.
 10. Based on case studies that you have read, explain:
(a) Cause related marketing and Gillette's 'The best a man can be' campaign
OR
(b) Influencer marketing and Airbnb's 'Live there' campaign
- III. Answer the following question in 300 words. (1X15 = 15 marks)
11. Critically analyse any ONE of the following ad campaigns.



44 and hot?
 44 and not?

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wrinkled?
 wonderful?

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