

ST JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE – 27  
MA JOURNALISM AND MASS COMMUNICATION – I SEMESTER  
MID-SEMESTER TEST – AUGUST 2016  
**MC 7412: ADVERTISING**

Time: 1 ½ Hours

Max Marks: 35

This question paper has **ONE** printed page and **THREE** parts

(Write the answers clearly, precisely, and to the point. Keep strictly to the principles of journalistic writing. Answers submitted in point form will not be marked.)

**I. Write short notes on any THREE of the following in 100 words each. (3X5=15)**

- 1. Outdoor versus transit ads
- 2. Surrogate versus covert ads
- 3. Institutional versus industrial ads
- 4. Stimulus-response model
- 5. Ad clutter

**II. Answer any TWO of the following questions in 200 words each. (2X10=20)**

- 6. Describe the various roles and departments in an advertising agency.
- 7. Explain the various types of online ads. How have these ads evolved to overcome ad avoidance on the internet?
- 8. Critically analyse any recent ad campaign (after describing it briefly) in terms of target audience, positioning, goal, appeal, and content.