



Register Number:
Date: 23-10-19

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE – 560027
M.A Advertising and Public Relations – I SEMESTER
SEMESTER EXAMINATION, OCTOBER – 2019
APR 7319 ADVERTISING: PRINCIPLES, CONCEPTS AND MANAGEMENT

Time: 2 ½ hrs

Max Marks: 70

This paper contains ONE printed page and TWO parts

(Write the answers clearly, precisely, and to the point. Answers submitted in point form will not be marked.)

I. Answer ANY 3 of the following with a minimum of 150 words (3 x 10 = 30)

1. "Advertising agencies are the real custodians of a brand". How strongly do you agree with the statement? Give reasons for your answer.
2. "Brilliant creatives need not necessarily be successful advertising". How does one strike a balance between the two?
3. Opinion leaders are having a greater impact on brand sales than celebrity endorsed advertising? Debate either in favour of or against this statement.
4. Media planning is the fulcrum for successful visibility of a campaign. Reflect on the functions of a media planner and the value they bring to the table.
5. Digital content needs a very different perspective from traditional media in its creation. Why? Give reasons for your answers with examples.

II. Answer ANY 2 of the following with a minimum of 300 words. (2 x 20 = 40)

6. The client brief is the cornerstone of building a complete picture of the brand and its marketplace. Elaborate the various components that go into a Client Brief.
7. The "skip the ad" feature available on sites like YouTube is equivalent to murdering an advertiser's opportunity to access his/her market. Discuss either in favour or against the feature, clearly substantiating your position.
8. "Stereotyping is a double-edged sword". Discuss in context to its usage in advertising across a few well-known brands.