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Register Number:

DATE: 18-03-2022

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**UG – I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2021**

**(Examination conducted in January-March 2022)**

**BC OE 3: Advertisement and Content Marketing**

Time- 2 hrs Max Marks-60

**This paper contains \_\_\_1\_\_ printed page and four parts**

**Section A**

**I.** Answer ***any five*** of the following (**2 x 5 = 10 marks)**

1. What does “AIDA” stand for?
2. State two drawbacks of Internet advertising.
3. What is blog marketing?
4. Enlist two purposes of advertising.
5. State any two characteristics of a Brand Campaign.
6. What is publicity?

**Section B**

**II.** Answer ***any three*** of the following (**5 x 3 = 15 marks)**

1. Distinguish between advertising and propaganda.
2. Explain the importance of research in advertising.
3. Outline the advantages and disadvantages for outdoor advertising.
4. Elucidate any 5 types of content in marketing.
5. Write a short note on emerging media platforms for advertising products or services.

**Section C**

**III.** Answer ***any two*** of the following (**10 x 2 = 20 marks)**

1. Explain two broadcast medias that can be used to advertise products or services. Enlist two pros and cons of each media.
2. Explain any five types of advertising appeals.
3. Discuss the ethical issues involved in advertising a product or service.

**Section D**

**III. Answer the following (15marks)**

1. Draw a pamphlet/flyer promoting an imaginary company’s product or service of your choice. **(5 marks)**
2. Explain any 5 elements of copywriting. **(10 marks)**