QP Code: U25C037

Reg. No : .....
Name : .....

ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20

III SEMESTER (FYUGP) DEGREE EXAMINATIONS, OCTOBER 2025
JOU3MN204 : ADVERTISING AND COPY WRITING
2024 Admission Onwards
(Credits: 4)

Time: 2 Hours **Maximum Marks: 70**

Section A

*Answer **all**. Each question carries **3** Marks.* ***(Ceiling: 24 Marks)***

1. Mention three characteristics of advertising.
2. Which Indian brand's campaign made Piyush Pandey a household name?
3. How does advertising act as a reminder?
4. What is meant by a media vehicle?
5. Define an advertising agency.
6. Give one example of covert advertising.
7. What is the primary function of the Audit Bureau of Circulations (ABC)?
8. What is meant by a "call to action" in advertising?
9. Write two catchy advertising slogans for a newly launching pen.
10. Give one example of a creative advertising campaign in India.

Section B

*Answer **all**. Each question carries **6** Marks.* ***(Ceiling: 36 Marks)***

11. Briefly explain the functions of campaign planning.
12. How did Cadbury Dairy Milk change consumer perception of chocolates in India?
13. Explain the steps involved in the creation of an advertising message.
14. Illustrate the importance of consumer analysis in situation analysis.
15. Explain why truthfulness is important in advertising.
16. Explain how advertising influences market competition.
17. Explain how women are stereotypically portrayed in advertising. Give suitable examples.
18. Discuss the importance of context in advertising with suitable illustrations.

Turn Over

Section C

Answer ***any one****. Each question carries* ***10*** *Marks.* ***(1x10=10marks)***

19. "Creativity is the soul of advertising." Justify this statement with case studies.
20. Critically examine the legal framework governing advertising in India.

****