

**5 MJ 50112 B**

FOUR YEAR B.Com. (CA) (Honours) (CBCS) DEGREE EXAMINATION,  
NOVEMBER/DECEMBER 2025.

FIFTH SEMESTER

Course 12 – ADVERTISEMENT AND MEDIA PLANNING

(w.e.f. 2023-24 Regulations)

(Major)

Time : Three hours

Maximum : 70 marks

(No additional sheet will be supplied)

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PART A — (5 × 4 = 20 marks)

Answer any FIVE of the following.

1. Define Advertising.
2. Explain the scope of Advertising.
3. What are the social and ethical aspects of advertising?
4. Write about different types of advertising agencies.
5. What is the role of the Advertising Standards Council of India (ASCI)?
6. What is meant by Copy Writing?
7. Write a short note on Elements of Design in advertisements.
8. Explain the role of Print Media in advertising.
9. What is Media Planning?
10. Write a short note on Target Market in advertising.

PART B — (5 × 10 = 50 marks)

Answer ONE Questions from each unit.

11. Explain the nature, scope and functions of Advertising.  
Or
12. Discuss the impact of advertising on social, ethical and economic aspects.
13. Explain the types of advertising agencies and their strategies in creating advertisements.  
Or
14. Describe the objectives and importance of the DAGMAR approach.

15. Explain the process of creative thinking and communication in advertising.

Or

16. Discuss the essentials and importance of Copy Testing in advertising.

17. Explain the different types of advertising media and their advantages and disadvantages.

Or

18. Describe the steps involved in Media Planning and Selection of Media.

19. Explain the factors influencing Media Strategy and Market Analysis.

Or

20. Discuss the role of geographical and language issues in advertising media.

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