K25FY3578 Pages: 1 Reg No:.....
Name:.....

Third Semester FYUGP Degree (Reg) Examination November 2025

KU3DSCJMC206 - ADVERTISING BASICS

2024 Admission onwards

Time : 2 hours Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. Define client servicing.
2. 'Invasion of privacy is a ethical problem in advertisement" Explain.
3. Who is the sender in advertising communication?
4. Advertisements by insurance companies portray safety needs in Maslow's model. Explain
5. Define communication.
6. What is PPC in digital advertisement?
7. What is billboard advertisements?
8. Describe the importance of timing in media scheduling.

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Section B

Answer any 4 questions. Each carry 6 marks.

9. What is Technical noise in advertising?
10. Write the importance of media in advertising communication
11. Analyse the negative impact of stereotyping in advertisements.
12. Compare print and Online Ad's , highlighting strengths and weakness of each medium
13. What are the elements of print advertisemnt?
14. What are the advantages and disadvantages of newspaper advertisement?

Section C

Answer any 2 questions. Each carry 14 marks.

15. Discuss "advertising as a communication tool" with proper examples
16. Analyse how Indian advertising agencies have transformed with the rise of digital media.
17. What are the main ethical issues in advertising? Explain with examples.