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MANIPAL INSTITUTE OF TECHNOLOGY

MANIPAL

A Constituent Institution of Manipal University

FOURTH SEMESTER B.TECH. (PRINT AND MEDIA TECHNOLOGY)

END SEMESTER EXAMINATIONS, APR/MAY 2017

ELECTIVE I - ADVERTISING THEORY AND PRACTICE [PMT 4005]

REVISED CREDIT SYSTEM

(28/04/2017)

Time: 3 Hours

MAX. MARKS: 50

Instructions to Candidates:

- ❖ Answer **ALL** the questions.
- ❖ Missing data may be suitably assumed.

1A. What are the advantages of television as a medium of advertising?

1B. Explain eight major components of print advertisement.

1C. List the duties and responsibilities of copy writer.

[04 + 04 + 02]

2A. What are the advantages of radio and cinema as a medium of advertising?

2B. Explain eight criticisms made concerning the influence of advertisement on society.

2C. Explain four execution styles of advertising.

[04 + 04 + 02]

3A. What are the disadvantages of outdoor and online medium of advertising?

3B. Explain the disadvantages of magazine as a medium of advertising.

3C. Define the following

- | | | |
|-------------------|-------------------|--------------|
| a. Media strategy | b. Media planning | c. Frequency |
| d. Reach | e. Media vehicle | f. Coverage |

[04 + 03 + 03]

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- 4A.** What are the disadvantages of newspaper as medium of advertising?
- 4B.** Explain the following types of compensations available for an advertising agency.
- a. Media Commission b. Incentive Based Compensation
 - c. Cost Plus Agreement
- 4C.** Explain the following concepts with respect to development and implementation of media strategy.
- a. Scheduling b. Flexibility c. Reach & Frequency

[04 + 03 + 03]

- 5A.** Write a note on ethics in advertising.
- 5B.** Explain the principles given by ASCI for making an advertisement.
- 5C.** With the help of diagram, explain the elements in the communication model.

[03 + 04 + 03]