

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

School of Liberal Education

Master of Arts in Journalism and Mass Communication

Mid Term Examination - May 2024

Duration : 90 Minutes

Max Marks : 50

Sem II - K2PB202T - AdvertisingGeneral Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Explain the scope of advertising in the light of emergence of social media targeting. K2 (2)
- 2) What makes DAGMAR different from AIDA model in advertising? Provide suitable examples. K1 (3)
- 3) Explain what is the first step of Maslow's Hierarch Model in the context of advertising? K2 (4)
- 4) Explain the need and functions of surrogate advertising with suitable example. K2 (6)
- 5) Illustrate how the personalized advertising tactics make data-driven marketing approach important in the modern day advertising. K3 (6)
- 6) Illustrate the process of creating a print ad. Explain each step in the process in detail. K3 (9)
- 7) Analyze the AIDA model of advertising and its significance in designing advertising messages. K4 (8)
- 8) How are AI advancements shaping digital advertising and how can marketers use them for personalized engagement? K4 (12)

OR

Analyze how advertising agencies used a qualitative approach in accessing campaign success and ROI in the past. What factors have changed the advertising scenario lately? K4 (12)