



Avinashilingam Institute for Home

Science and Higher Education for

Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD (now MoE)

Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

Master's Degree Examination – May 2025

II Semester

Class : I P.G.
Major : IDRM/FSN/Biochemistry

Time: 3 Hours
Max. Marks: 100

23MEX101 Advertisement and Visual Publicity

Course Outcomes:

CO1: To understand the concept and need for advertisement and visual publicity

CO2: Describe media and non media in advertisement

CO3: Explain the functions and techniques of advertisement and the types of printing processes

CO4: Clarify the ethics in advertising and understand the code of advertising standard council of India

CO5: Assess the use of advertisement as a medium for development communication and its merits and demerits

Part A

10 x 1 = 10

Choose the correct answer

- _____ refers to the display of advertising banners at the top of search engine results lists. CO1K1
a. Social media advertising b. Print advertising
c. Paid search advertising d. Broadcast advertising
- What is a key characteristic of advertising as a mass communication process? CO1K2
a. Focus on individualized messaging
b. One-way communication to a broad audience
c. Personalized interaction with consumers
d. Limited geographic reach
- Which among the following is a dynamic form of Net advertising? CO2K1
a. Intersitials
b. Button Advertisement is small graphic links placed on a web page
c. Meta advertisements
d. Print advertising
- Which of the following is an example of an indoor media vehicle? CO2K2
a. Billboard b. Radio advertisement
c. Poster in a shopping mall d. TV advertisement
- Which kind of advertising involves kiosks, events and Tradeshow? CO3K1
a. Print advertising b. Outdoor advertising
c. covert advertising d. Public service advertising
- The widely used processing method often used to print large volumes of magazines and catalogues is CO3K2
a. Flexographic Printing b. Digital printing
c. Gravure Printing d. Surface printing
- Who is known as the father of Advertisement? CO4K1
a. Thomas J. Barratt c. William Caxton
c. David M Ogilvy d. None of the above
- The Code of Advertising Standards Council of India (ASCI) is designed to ensure that advertisements are CO4K2
a. Only broadcast during prime time
b. Honest, truthful, and socially responsible
c. Only aired on national television channels
d. Focused on celebrity endorsements
- Which of the following is a common example of an agency that works in the field of development communication? CO5K1
a. Google b. UNICEF c. Amazon d. Coca-Cola
- Which is responsible for initiating, managing, and implementing paid marketing communications? CO5K2

- a. Marketing agency
- c. Advertising agency

- b. Personal agency
- d. Both b & c

Part B

Answer ALL questions

5 x 6 = 30

Each answer should not exceed 400 words or two pages

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|--------|---|-------|
| 11.a. | How does advertisement function as a mass communication process? Explain with examples. | CO1K3 |
| | (or) | |
| 11.b. | Distinguish commercial and educational advertising. | CO1K4 |
| 12. a. | What are media vehicles and how do they differ from one another in terms of their effectiveness for advertising? | CO2K1 |
| | (or) | |
| 12. b. | Explain the need of Evaluating Advertising Effectiveness. | CO2K4 |
| 13. a. | Explain the importance of layout in an advertisement. How does a good layout attract the audience's attention and convey the desired message? | CO3K3 |
| | (or) | |
| 13. b. | Discuss the various types of printing processes used in advertising. What are their advantages and limitations? | CO3K3 |
| 14. a. | Differentiate Ethical Advertising and retail Advertising. | CO4K4 |
| | (or) | |
| 14. b. | How does advertising influence consumer rights? Discuss the ethical implications of misleading or deceptive advertising. | CO4K2 |
| 15.a. | Illustrate the relationship between Advertising and Communication. | CO5K4 |
| | (or) | |
| 15. b. | Discuss the merits and limitation of advertisement for communication system. | CO5K2 |

Part C

Answer ALL questions

5 x 12 = 60

Each answer should not exceed 800 words or four pages

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|--------|---|-------|
| 16. a. | Describe in detail the concept, scope, and need for advertisement and visual publicity. How has it evolved over time? | CO1K2 |
| | (or) | |
| 16. b. | Elaborate on the different types of advertising, particularly focusing on commercial and educational advertising and Discuss the various economic and social effects of advertising on society. | CO1K4 |
| 17. a. | Discuss in detail about Social networking and interpret its tools and techniques. How do these contribute to the effectiveness of advertising campaigns. | CO2K2 |
| | (or) | |
| 17. b. | What is Advertising Media? Interpret the key differences between media and non-media methods of advertising? Discuss the advantages and disadvantages. | CO2K4 |
| 18. a. | Define layout and Elaborate the principles of good layout and art work. Illustrate Why is the choice of layout crucial in delivering the right message to the target audience? | CO3K4 |
| | (or) | |
| 18. b. | Describe in detail about the various types of printing processes and Discuss how each process is suited for different types of advertising needs. | CO3K2 |
| 19.a. | Enumerate ethical and unethical advertising and Classify the ethical and unethical issues in advertising. | CO4K4 |
| | (or) | |
| 19. b. | Explain the role of the Advertising Standards Council of India (ASCI). How does it regulate and promote ethical advertising in India? | CO4K2 |
| 20.a. | Detailed about popular agencies for advertising and Elaborate the use of advertisement as a medium for development communication. | CO5K6 |
| | (or) | |
| 20.b. | Illustrate the organisational set up for Directorate of Advertising and publicity and sketch an commercial advertisement for newspaper. | CO5K4 |
