

QP Code: D133853		Total Pages: 2	Name:
			Register No.
<b>THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025</b>			
(CUFYUGP)			
<b>JOU3CJ202-ADVERTISING THEORY AND PRACTICE</b>			
2024 Admission onwards			
Maximum Time :2 Hours		Maximum Marks :70	
<b>Section A</b>			
All Question can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)			
1	Demographics		
2	ASCI		
3	Classified advertising		
4	Appeal		
5	Strategy		
6	Tactic		
7	Budget		
8	Creative		
9	Media		
10	Research		
<b>Section B</b>			
All Question can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)			
11	Expand and Explain DAGMAR		
12	Write a note on ethical issues in advertising.		
13	How advertisements are classified geographically? Explain		
14	How does branding play a role in advertising?		
15	What is the importance of research in advertising?		
16	How do advertisers use social media platforms for advertising?		
17	What are the ethical considerations in advertising?		
18	How do you create a unique selling proposition (USP) for a product?		

<b>Section C</b>	
<b>Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)</b>	
19	What do you mean by an advertising agency? What are its different Types? Explain the functions of different departments in an advertising agency
20	Discuss the ethical considerations that advertisers must take into account, including issues related to truthfulness, deception, and social responsibility. Provide examples of ethical and unethical advertising practices.