

**THIRD SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2013****(UG-CCSS)****Complementary Course—Mass Communication****JC C1 03—CORPORATE COMMUNICATION AND ADVERTISING****Time : Three Hours****Maximum : 30 Weightage****I. Choose the correct answer from the choices given****1 Which body was instrumental in establishing Audit Bureau of Circulation ?**

- (a) Press Council of India. (b) Registrar of Newspapers of India.  
(c) Advertising Society of India. (d) Indian Newspaper Society.

**2 AIDA approach is usually applied for**

- (a) Public Relations. (b) Reporting.  
(c) Editing. (d) Advertisement.

**3 AIDS awareness advertisement by the Govt. of India is an example of \_\_\_\_\_**

- (a) Classifieds. (b) Corporate Ads.  
(c) Public Service Ads. (d) Institutional Ads.

**4 Matter of fact information such as matrimonial, automobiles etc., are known as \_\_\_\_\_ advertisement.**

- (a) Institutional. (b) Classified.  
(c) Professional. (d) Direct marketing.

**5 Which of the following is a leading advertising agency based in Kerala ?**

- (a) HTA. (b) Lintas.  
(c) Clarion. (d) Valappila.

**6 Name the advertising agency of the Central government :**

- (a) I & B. (b) DAVP.  
(c) PIB. (d) IPRD.

**7 *Kingfisher* advertisement of mineral water is an example of**

- (a) Endorsement ad. (b) Advertorial.  
(c) Surrogate ad. (d) Essential ad.

Advertorial is a \_\_\_\_\_.

- (a) Combination of advertisement and editorial.
- (b) Advertisement in an editorial page.
- (c) Description of an advertisement.
- (d) None of these.

9 AAAI stands for \_\_\_\_\_.

- (a) Audit Agencies Association of India.
- (b) Advertising Agencies Association of India.
- (c) Article Assessment Association of India.
- (d) Accredited Advertisement Association of India.

10 ASCI stands for

- (a) Advertising Standards Council of India.
- (b) Advertising Scheme Council of India.
- (c) Advertising System Corporation of India.
- (d) Accounting System Council of India.

11 The DAVP (Directorate of Advertising and Visual Publicity) is headed by a \_\_\_\_\_

- (a) President.
- (b) Chairman.
- (c) Minister.
- (d) Director General.

12 Tabloid refers to \_\_\_\_\_

- (a) Newspaper half the size of a broadsheet.
- (b) Periodicals.
- (c) Table magazines.
- (d) House Journals.

(12 x 3 = 36 weightage)

II. Answer the following in one *or* two sentences :

13 Jingles.

14 Pop up ads.

15 PRSI.

16 Public Service Ads.

17 Newsletters.

18 Accounts officer.

19 USP.

20 Copy writer.

21 Corporate personality.

(9 x 1 = 9 weightage)

Write short essay type answers to any five of the following :-

22 Explain the importance of illustrations in print advertisements.

23 Differentiate between Copywriting for print and television ads.

24 State the need for regulating advertisements for public good,

25 Trace the evolution of Public Relations in India,

26 Explain with examples the various external tools in Public Relations,

27 **What** do you mean by corporate identity?

28 What are the tools of Corporate Communication ?

(5 x 2 = 10 weightage)

IV. Give essay type answers to any two questions

29 Discuss the role and function of PR in a firm,

30 "PR is an attempt to win over people to a cause/company/organization," Analyze this statement in the light of creating goodwill and providing better ambience for an organization to function effectively.

31 Discuss the undesirable consequences of advertising.

(2 x 4 = 8 weightage)