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Reg. No:.....

Name: .....

**FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE**  
**Fourth Semester BMM Degree Examination, April 2024**  
**BMM4C07 – Advertising**  
**(2022 Admission onwards)**

Time: 2 hours

Max. Marks : 60

**PART A**

Answer any number of questions each not exceeding 50 words.  
Each question carries 2 marks. Ceiling of marks for Part A is 20

1. Logo
2. Clickbait
3. Display Advertising
4. Niche
5. ASCI
6. Ad Agency
7. Ogilvy & Mather
8. KISS
9. Advertising Copy
10. Outdoor ads
11. PSA
12. Ad Campaign

**PART B**

Answer any number of questions each not exceeding 100 words.  
Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. Caption
14. Surrogate Ads
15. Media planning
16. Reach and Frequency
17. Market Segmentation
18. Copy.ai
19. AIDA

**PART C**

**Answer any one question not exceeding 400 words.**

**Question carries 10 Marks**

20. Explain the process of making an ad copy, explain its elements & principles of illustration.
21. Advertising ethics acts as a guiding principle. Discuss the advertising strategies for building trust in the digital age with examples