

24805269

Reg. No.....

Name.....

**FIVE YEAR INTEGRATED B.B.A., LL.B. (HONOURS) DEGREE
EXAMINATION, NOVEMBER 2024**

Sixth Semester

FB 15—ADVERTISEMENT AND ITS LEGAL IMPACT

(2021 Admissions—Regular/2018 to 2020 Admissions—Supplementary)

Time : Three Hours

Maximum : 75 Marks

Part A

*Answer any five questions.
Each question carries 3 marks.*

1. What is media research ?
2. What are different types of advertising copy ?
3. What are the various types of advertising ?
4. Distinguish between Advertisement and Publicity.
5. How would you measure advertising effectiveness ?
6. Distinguish between Trade mark and Trade name.

(5 × 3 = 15 marks)

Part B

*Answer any three questions.
Each question carries 10 marks.*

7. What is media mix ?
8. Describe your advertising media choice for :
 - Toothpaste.
 - Washing machine.
9. What various functions are performed by an advertising agency ?
10. Write a note on legal aspects of advertising.

(3 × 10 = 30 marks)

Part C

*Answer any two questions.
Each question carries 15 marks.*

11. Explain different types of advertising and their merits and demerits.
12. "The success of an advertisement campaign depends on proper selection of media." Discuss.
13. Explain the challenges faced by the brand managers.

(2 × 15 = 30 marks)