

G 4298

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Reg. No.....

Name.....

**FIVE YEAR INTEGRATED B.B.A., LL.B. (HONOURS) DEGREE
EXAMINATION, JULY 2023**

Sixth Semester

FB 16/FB 15—ADVERTISING AND ITS LEGAL IMPACT

(2019 Admissions—Regular/2018, 2013, 2014 Admissions—Supplementary)

Time : Three Hours

Maximum : 75 Marks

Part A

Answer any five questions.

Each question carries 3 marks.

1. What are the factors influencing choice of media ?
2. What are the various types of advertising ?
3. What is Outdoor Advertising ?
4. What is FM broadcasting ?
5. Point out the main objectives of codes of ASCI.
6. State different forms of Headlines.

(5 × 3 = 15 marks)

Part B

Answer any three of the following.

Each question carries 10 marks.

7. What various functions are performed by an advertising agency ?
8. Write a note on legal aspects of advertising.
9. What do you understand by Message Appeal ? Explain different message appeals with the help of examples.
10. What are the advantage and disadvantages of Internet Advertising ?

(3 × 10 = 30 marks)

Turn over

Part C

Answer any two of the following.

Each question carries 15 marks.

11. What is Advertising Media ? Explain the determinates of advertising media.
12. What is an Advertising Agency ? State and explain the functions of an Advertising Agency.
13. Enumerate techniques used by the advertisers to get desired results.

(2 × 15 = 30 marks)