24802535

Reg. No.....

Name.....

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

Sixth Semester

FB 15—ADVERTISEMENT AND ITS LEGAL IMPACT

(2020 Admissions—Regular/2018 and 2019 Admissions—Supplementary)

Time : Three Hours

Maximum : 75 Marks

Part A

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

1. Give three features of E-mail advertisements.
2. What is Online Advertising ?
3. What is Labelling ?
4. How is trademark different from brand ?
5. What are Emotional Advertisements ?
6. What are Promotions ?

(5 × 3 = 15 marks)

Part B

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

7. Explain the objectives of celebrity advertising.
8. What are the principles associated with advertising ?
9. Write a note on the advantages of internet marketing and advertising.
10. How advertising effectiveness can be measured ? Describe the different techniques.

(3 × 10 = 30 marks)

Part C

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

11. Introduce Advertising Standards Council of India (ASCI). Explain its significance in protecting ethics of advertisements.
12. Give an example of an advertisement you saw recently. Evaluate it and give briefing on how this advertisement would help the company to sell more of the product.
13. Who are advertisers ? What are their functions ?

(2 × 15 = 30 marks)