

G 1290

(Pages : 2)

Reg. No.....

Name.....

**FIVE YEAR INTEGRATED B.B.A., LL.B. (HONOURS) DEGREE
EXAMINATION, JUNE 2022**

Sixth Semester

FB 15—ADVERTISING AND ITS LEGAL IMPACT

(2018 Admissions—Regular)

Time : Three Hours

Maximum : 75 Marks

Part A

Answer any five of the following questions.

Each question carries 3 marks.

1. What is meant by AIDA Model of advertising ?
2. Examine the merits and demerits of online advertising.
3. Briefly explain the concept of 'surrogate advertising'.
4. Discuss the services rendered by an advertising agency.
5. "Advertisements have become a judicious mixture of flattery and deceit"- Comment.
6. What is meant by puffery in advertisements ?

(5 × 3 = 15 marks)

Part B

Answer any three of the following questions.

Each question carries 10 marks.

7. Explain in detail the features, objectives, importance, need and benefits of advertising in the present-day context.
8. Enumerate the advertising methods for service and industrial products.
9. Write a note on the Advertising Standards Council of India (ASCI) Code for self-regulation in advertising.
10. What are comparative advertisements ? Does trademark and copyright laws extend protection to such kind of advertisements ?

(3 × 10 = 30 marks)

Turn over

Part C

Answer any two of the following questions.

Each question carries 15 marks.

11. What is meant by advertising copy ? List out the qualities to be possessed by a good advertising copy. Explain the general methods of making advertising copies weighing each one's merits and demerits.
12. What is Branding ? Explain Brand Equity. Examine the role of sponsorship and event management in enhancing 'brand image'. Discuss the modern challenges of brand building through Internet.
13. Do you think that the existing legal regime governing and regulating misleading advertisements in India is adequate and efficacious ? Substantiate your answer.

(2 × 15 = 30 marks)