

Total No. of Pages:

5344

Register Number
Name of the Candidate:

B.Sc. DEGREE EXAMINATION, May 2015

(MEDIA GRAPHICS AND ANIMATION)

(SECOND YEAR)

(PART- III)

220: MEDIA ADVERTISING AND MEDIA ETHICS

Time: Three hours

Maximum: 100 marks

SECTION-A

(8×5=40)

Answer any EIGHT questions

1. What is Journalism? Discuss.
2. Write note on code of ethics.
3. Briefly discuss about mobile advertising.
4. Discuss the term DVR.
5. What are the major criticism of advertising? Discuss.
6. Explain the term dependency in advertising.
7. Write note on advertising standards authority of U.K.
8. Discuss about the regulations in media advertising.
9. What is global advertising? Discuss.
10. Write short note on research in advertising.

SECTION-B

(3×20=60)

Answer any THREE questions

11. Explain in detail about recent development in media advertising.
12. Discuss in detail about WWW.
13. Explain in detail about commercialism of culture.
14. Explain in detail about the regulations in media advertising.
15. Discuss briefly about future trends in Advertising.
