



# THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited (2<sup>nd</sup> Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

## Backlog Arrear Examination, March 2021

**CIT 2230**

**Media Advertising**

**Max. Marks: 60**

**Answer any FOUR of the following:**

**( 4 x 15 =60 )**

1. Describe the classification of advertisement.
2. Discuss in detail about Electronic media.
3. Explain the types of media.
4. Describe the organization structure of advertising agency.
5. Explain the basic principles of advertising agency.
6. Discuss in detail about advertising budget.