



# 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

**BVC 2412**

**Advertisement**

**Time: 3 hrs**

**Marks: 75**

**Answer any 5 out of the following questions.**

**[5X15=75]**

1. What are the 5P's of Marketing Mix
2. Discuss the different types of Advertisement Copy.
3. List the qualities needed to become a successful person in the field of advertising.
4. What are the different media and the factors required to select media for advertisement?
5. Describe the role and structure of an Advertising agency.
6. Elaborate on the types of product and its lifecycle.
7. What are the elements of an advertisement copy

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