

VU LEARNING HUB

vulearninghub.xyz

HIGHLIGHTED HANDOUT

MCM501

Advertising for Print and Electronic Media

MCM501 by VU Learning HUB

Prepared for VU students • Free study resources

<https://vulearninghub.xyz>

MCM501 QUESTION

1. Copywriter
2. Department of an advertising agency
3. Differentiate between propaganda and advertising
4. Self preservation instinct and Parental instinct
5. Define news headline
6. Non-personal component

total question 22

17 mcqs all from past papers

Write two reasons that why subheads are important? 3 marks

How agencies get clients? 3 marks

Explain covert advertising with one real life example? 3 marks

discuss about an ad in which the creative work clear the overall makeup? 5 marks

enlist DAGMAR approach? 5 marks

Hope this will be helpful

Plz post ur papers to help others