



(New Syllabus)

# Centre for Distance and Online Education (CDOE)

Tezpur University

Tezpur, Assam- 784028

## ASSIGNMENT FOR SEMESTER END EXAMINATION, SPRING 2026

Course Name- ADVERTISING

Course Code- MAMCD 103

Full Marks= 30

1x15=15

**Q1.** Select **one Print Advertisement** and **one Video Advertisement**. The advertisements may be taken from newspapers, magazines, YouTube or any other social media platform. Write a detailed analytical report covering the following aspects:

- Basic Introduction of the Advertisement – Identify Brand/Product Name, Objective, Target Audience, etc.
- Explain how the advertisement attracts attention, creates appeal and motivates action.
- Critically evaluate the effectiveness of the advertisement by discussing its strengths and weaknesses in relation to its visual impact, style and storytelling.
- Examine whether the advertisement violates or respects ASCI guidelines and advertising ethics.

**You must include:**

- A clear reference picture of the Print Advertisement along with a mention of the source.
- Minimum 2–3 screenshots/stills of the Video Advertisement along with the video link/source.

Neat presentation and proper headings are compulsory.

1x15=15

**Q2.** How can a company use the DAGMAR approach while launching a new product? Discuss the stages involved and evaluate its effectiveness in achieving advertising objectives with the help of an example.

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