

Duration – 2.5hrs

Total Marks- 75

Note: 1. Attempt all the questions.

2. Figures to the right indicate full marks.

Q 1. A. Fill in the blanks with the appropriate answer from the alternatives given. (Any 8) (8)

(1) _____ advertising uses the advertisement of a brand or product to convey a message which is related to another brand or product. (comparative, corporate, surrogate)

(2) When marketers use nudity, sexual suggestiveness or other startling images it is termed as _____ advertising. (false, shock, puffery)

(3) Advertising is a _____ communication. (non-personal, personal, provisional)

(4) Selecting the proper _____ vehicle for communicating the message goes a long way in the success of any kind of advertising. (media, channel, visual)

(5) _____ is the picture, image or any graphical presentation used in an ad. (Body copy, Slogan, Illustration)

(6) In _____ method, a percentage of the price per unit of items sold is allocated to advertising. (Percentage of sales, Unit of sales, Task objective)

(7) _____ headline tells the customers what to do. (Reason why, News, Command)

(8) Ads having similar theme are called _____. (Campaign, Strategy, Appeal)

(9) An advertising objective is classified by its primary purpose, which is to inform, persuade or _____ (encourage, remind, complement)

(10) Contests, Rebates and Discounts are part of _____. (Publicity, Sales promotion, direct advertising)

Q1. B. State whether the following statements are true or false. (Any 7) (7)

(1) Viral marketing is a form of outdoor advertising.

(2) Brand image is not always favourable.

(3) USP stands for Unique Selling Proposition.

(4) Publicity is nonpaid form of advertising and therefore it can be positive as well as negative.

(5) During introduction stage sales and revenue are highest and therefore no advertising is required.

(6) In an advertising copy, Call of Action is an instruction to the audience to provoke an immediate response.

(7) Radio advertising is having audio-visual appeal.

(8) Check list is a method of pre-testing the advertising effectiveness.

(9) The word subliminal means below the level of conscious awareness.

(10) Lifestyle message execution style depicts average people using a product in an everyday setting.

- Q 2. A. How advertising is beneficial to manufacturers, retailers, consumers & society? (8)
B. Write a note on AIDA (7)

Or

- Q 2. C. Explain the following types of advertising: (8)
i. Generic advertising
ii. Industrial advertising
iii. Consumer advertising
iv. Public service advertising
D. Explain with the help of features of advertising how it differs from publicity and salesmanship? (7)

- Q 3. A. What are the points that the advertiser must consider while selecting an advertising agency? (8)
B. Explain various types of advertising agencies. (7)

Or

- Q 3. A. What are the main functions of an ad agency? (8)
B. What are the prerequisites of a good copy? (7)

- Q 4. "Evaluating the effectiveness of advertising is very essential". – Justify by explaining various methods of pre-testing and post-testing advertising effectiveness. (15)

Or

- Q 4. A. Explain various methods of preparing an advertising budget. (8)
B. Create a layout showing different elements of copy to promote a fruit drink as a product. (7)

- Q 5. Writ short notes on: (15)
a. 5Ms of advertising
b. Role of packaging in advertising
c. PLC and advertising

Or

- Q 5. A. What are the impacts of advertising on women and children in society? (8)
B. "Advertising offers an array of exciting careers". – Elaborate (7)
