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## UNIVERSITY OF MUMBAI

S.Y.B.COM, NOVEMBER, 2018

SEMESTER III- ADVERTISING

QUESTION PAPER CODE NO.

### MARKING SCHEME

INSTRUCTIONS- for question numbers 2-5

**A. For all concepts:**

- For perfect definition/ explanation of the concept award 1 ½ marks.
- For moderate explanation of the concept award 01 mark
- For poor and unclear explanation award ½ mark.

**Note-** wherever definitions are asked, 1 ½ marks should be awarded only if standard definition by any author is mentioned.

**B. For text and long answers:**

- 6-8 relevant points with perfect explanation, award 4 ½ - 5 ½ marks
- 6-8 relevant points with moderate explanation award 3-4 marks
- Adequate number (4-5) of relevant points with poor explanation award 2-3 marks
- Inadequate number (less than 4) of relevant points with proper explanation award between 1-3 marks
- Inadequate number (less than 4) of relevant points without proper explanation award between 1-2 marks.
- For questions where there are no concepts/definition, minimum of 8-10 points to be mentioned and a maximum of 7 may be awarded for a perfect answer.
- **For short notes, at least 4-5 relevant points with appropriate explanation should be given to secure 4 marks.**

**Note-** 1. Marks should be rounded off after totaling the 2 sub answers of each question only.

2. The model answers given below are indicative. Any other relevant answer should be assessed appropriately.

02

Q1 A Fill in the blanks

1. Propaganda
2. Competitive
3. Maintains standard quality of brand
4. Modular
5. Cost-plus
6. Decreases
7. Social
8. Awareness
9. Green
10. Mc Cann Erricson
11. Traffic
12. Client Turnover

B. True/False

1. True
2. False
3. True
4. True
5. True
6. True
7. False
8. True
9. True
10. True
11. True
12. False

Q2. a) IMC and its features.

Q3

### **Meaning of IMC**

IMC is the practice of unifying all marketing communication tools in order to send a comprehensive, consistent and persuasive message to achieve company objectives and establish a long term relationship with the target audience

### **Features of IMC**

Personalised mass Communication process- continuous – unified-comprehensive- several elements-art & science- relationship with all stakeholders- long term relationship-non-traditional media-below the line

### b) **Advertising and its benefits to consumers**

#### **Meaning of Advertising**

Any Paid form of non-personal presentation and promotion of ideas , goods and services by an identified sponsor

#### **Benefits to consumers**

Informative- reminder-healthy competition- lower prices- availability of wider variety- increases aspirational levels-enhances standard of living-ensures quality and standardization-provides entertainment- helps in adopting new products and ideas- changes attitudes positively

### c) **Classification of advertising based on media.**

Print-Broadcast-Direct Mail- Outdoor-Internet-Cinema-Miscellaneous

### **Q3.a) Advertising agency and its features**

#### **Definition of Advertising Agency**

Advertising agency is a business organization composed of creative people who develop, prepare and place advertisements in the media for sellers seeking customers for their goods and services

#### **Features**

Service agency- works on behalf of clients- composed of creative people- intermediary between advertiser and media owner-emerged from being only space brokers to full service agency- offer both traditional and below the line advertising- different types of agencies to suit different client needs- compensated by commission traditionally- modern agencies paid on performance based and cost plus incentives- highly dynamic and informal organization- flat organizational structure- mega mergers and global agencies

### b) **Advertising agency compensation**

Commission from media-Cost-plus system-Agency Fees- Bonus/incentives-Agency charges

### c) **Skills required for a career in advertising**

Creative-communication-web & computer – analytical- time management-designing- work under pressure

04

**Q4a) Economic aspects of advertising.**

Effect of advertising on consumer demand, monopoly, competition and price  
(each to be explained in brief)

**b) Impact of advertising on Indian culture.**

Positive influence- upholds Indian values and culture by depicting them favourably in advertisements like celebration of festivals, food habits, worship and rituals etc.

Negative influence- changes Indian values and culture by promoting western ways of living, values and practices.

**c) Role of ASCI in regulating advertising in India.**

ASCI as a self-regulatory body-checks fraudulent practices in advertising-ensures truthfulness and honesty, fair competition, not offensive to public decency, prevent advertising of harmful products-attend to consumer complaints- attend to competitor's complaints, attend to media complaints- modify code from time to time- give wide publicity to the code- ensure adherence to the code- maintain high ethical standards of advertising in India.

**Q5 a) Communication process of advertising.**

Source (advertiser) Encoding (creating the ad) channel ( various media) receiver (Target audience) Decoding ( Understanding the ad)- feedback ( responding to the message)- Noises in the advertising communication process

**b) Features of rural advertising.**

Targets rural audience-uses more visuals- uses local languages- uses traditional media(fairs, puppet shows, jatras etc)- use mobile phones-economy size packaging- use appropriate opinion leaders as source( sarpanch, teachers, doctors, local popular celebrities etc)-value for money advertising strategy- emphasis on durability and reliability- Targeting rural youth with aspirational appeals.

**c) Recent trends in advertising spend.**

The share of different media in advertising spend- industry wise spend- product wise spend- company wise and area wise.

**6. Write short notes**

**a) Features of advertising**

Paid form-non personal communication-mass communication-persuasive-informative-relates to ideas, goods and services-creative- identified sponsor-art,science& profession-target audience

**b) DAVP**

Role of DAVP as a nodal ad agency of the government-types of advertising done and media used- various wings of DAVP

**c) Five unethical practices in advertising**

05

False & misleading advertisements- glamourised testimonials- phoney price claims- advertising harmful products- advertising to children- obscene and vulgarity in ads- suppressed information

d) **Creative Pitch**

Meaning- purpose- Steps- advantages

e) **Managing brand crisis**

Role of advocacy advertising and Public relations- use of testimonials and celebrity endorsements- steps in managing brand crisis

f) **Features of Green advertising**

Meaning-types of products and events promoted-impact on society

06

Q 5

a) Describe in detail "AIDA" Model of advertising.

A - Attention I - Interest D - Desire A - Action

b) Explain the various features of advocacy advertising

Features: Fund from NGOs, Importance to cause, Reasons, support to Issues, Clear the soiled image, Objectives, emphasizes on economic, social and political issues, who one runs, media used,

c) Explain the recent media trends in advertising

Infomercial, social media, Guerilla advertising, In-store, Revolution in telecommunication: Smart Phone: Mobile Internet Users: Native Advertising: Database Marketing: Fragmentation:

Q 6

e) Managing brand crisis:

**Crisis Planning:** Keep ready for crisis: Acknowledge the problem/issue: **Commitment to customer delight:** Announcement of 3 key messages: **Appointment of**

**Spokesperson:** Make a crisis management squad: Reach to the audience: Keep internal staff updated: Hold Press conference: Get outside Help: Monitored/Review: (7.5 Marks)

f) Corporate Image advertising:

Importance to social issues: Brand awareness: Use for market share growth: Promote the company: Improve the attraction: Relation with advocacy ad: Public perception: Positive to Negative to Neutral: