

Q.P. code = 63638
Set 1

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SET I
Synoptic Answers
UNIVERSITY OF MUMBAI

S.Y.B.COM, March, 2019

SEMESTER III- ADVERTISING I

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 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.

- N.B.** 1. All questions are compulsory
2. Figures to the right indicate full marks

1. (A) Select the most appropriate answer from the options given below (Any Ten) (10)

- (i) IMC is a **modern** concept.
- (ii) **National** advertising is used by State Bank of India.
- (iii) **You Tube** is the most recent form of advertising.
- (iv) Advertising agencies that perform all functions are called **full-service**
- (v) Creative Pitch is a method used to get **clients**
- (vi) When Tea Board of India advertises, it creates **primary** demand for Tea.
- (vii) A copywriter requires **language** skills for a career in advertising.
- (viii) Alcohol brand in India advertising as soda on television is an example of **surrogate** advertising.
- (ix) **ICICI, Khayal Aap Ka** is not a form of social advertising.
- (x) **Honda Electric Cars** is a form of green advertising.
- (xi) Use of **Artificial Intelligence** execution style has become popular in the last few years.
- (xii) **Mobile phones** as an advertising medium has the widest reach with youth.

(B) State whether the following statements are true OR false: (Any Ten) (10)

- a) Radio is the oldest form of advertising. **False**

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- b) IMC means Intensive Market Concept. **False**
- c) Young adults are an important target for tourism destinations. **True**
- d) Advertising agencies are compensated using fixed salary structures. **False**
- e) Creative boutique advertising agency offers only selective services to clients. **True**
- f) Advertising always creates a positive demand. **False**
- g) Rural advertising uses radio as a medium. **True**
- h) Some advertising agencies have become global, in recent years. **True**
- i) "Save the Tiger" campaign is a form of green advertising. **True**
- j) Celebrity advertising helps in managing brand crises. **True**
- k) Brand loyalty does not contribute to brand equity. **False**
- l) Ad in Marathi newspaper circulated in Maharashtra is an example of local advertising. **False**

2. Answer ANY TWO of the following: (15)

Explain the concept of IMC. Discuss its features.

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

Define advertising. Discuss its evolution.

Ans: Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor. – American Marketing Association

Evolution
Early forms of advertising, Space Selling Stage, Printing Press Stage, Birth of professional advertising agencies, Broadcast technology–Radio, Theatre and television, Digital technology- internet, mobile, social networking. Formation of important Institutions and Date line in History of advertising.

Examine the geographical basis of classifying advertising.

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Ans: This classification is based on the geographic size of the market, to which advertiser wants to target his products. On the basis of the area this classification includes – local, regional, national and international advertising. This can be further explained on the basis of scope, aim, advertiser, media used, nature of advertising and examples.

3. Answer ANY TWO of the following: (15)

1) Discuss the features of advertising agencies.

Ans: 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

2) How can an advertising agency maintain a positive relationship with its clients?

Ans: Effective communication – transparency in dealings – professionalism – respect for terms of contract -avoid accepting work of competitors - maintaining confidentiality and secrecy – timely settlement of bills and professional fees – maintaining delivery deadlines – working for clients’ objectives rather than awards and recognition

3) Explain the skills required for a career in advertising.

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

4. Answer ANY TWO of the following: (15)

1) What are the effects of advertising on consumer demand?

Ans: Primary and selective demand-stimulating demand for innovative products- creating new target groups for existing products- expanding geographical market-increase demand for seasonal products-reduce demand for harmful products-enhancing experience of using the product-creating & expanding markets for niche products (organic products, fashion line etc.)-expanding new services market (Ola,Uber etc.- creating new uses for existing products)

2) Examine the ethical issues in advertising.

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

3) Explain the role of ASCI.

Ans: ASCI is a voluntary Self-Regulation council, registered as a not-for-profit company. It comprises of advertisers, media, advertising agencies and other professional/ancillary services connected with advertising practice.

ASCI Code The Code applies to advertisers, advertising agencies and media.

- This Code applies to advertisements read, heard or viewed in India even if they are made by foreign companies but directed to consumers in India.
- The Code is not in competition with law. Its rules and the machinery, through it is enforced are designed to complement legal controls and not to replace them.

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- The Code has been formulated with a view to achieve the acceptance of fair advertising practices in the best interest of the ultimate consumer.

The objectives of the code are:

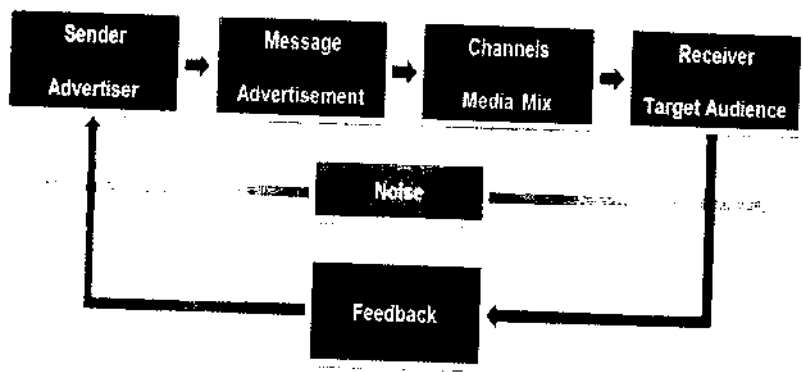
- To ensure the truthfulness and honesty of representations and claims made by ads and to safeguard against misleading ads.
- To ensure that ads are not offensive to generally accepted standards of public decency.
- To safeguard against the indiscriminate use of advertising for the promotion of products which are regarded as hazardous to society or to individuals to a degree or of a type that is unacceptable to society at large.
- To ensure that ads observe fairness in competition so that the consumers' need to be informed on choices in the market-place and the canons (standards) of generally accepted competitive behavior in business, are both served.

5. Answer ANY TWO of the following:

(15)

- a) Using a diagram explain the communication process of advertising.

Ans:



Source/sender (advertiser) Encoding the message (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) Briefly describe the features of rural advertising.

Ans: Targets rural audience-uses more visuals-uses local languages- uses traditional media (fairs, puppet shows, jattras, 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) Discuss trends in advertising media.

Ans: Convergence, interactivity, non-traditional media, digital media fastest growth, audience tracking, specialised media agencies, print and regional media still prominent, radio becoming popular again, Multiplexes and Cinema advertising gaining popularity, interactive media.

6. Write short notes on ANY FOUR of the following:

(20)

- i) Role of advertising in IMC

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Ans: Personalised advertising – conversation with consumers – build brand relationship – build long term engagement

Or

To create awareness – to integrate other elements of promotion – to expand reach of the message – to create positive attitude – to enhance image – to act as driving force – to break clutter etc.

b) Benefits of advertising to business firms

Ans: Advertising benefits - reaches masses – cost effective considering its mass reach - competitive weapon – enhances sales - aids in profit maximization - brand-building – reputation for the company - Supports other marketing efforts

c) Creative Pitch

Ans: Definition: A **creative pitch** occurs when an advertiser is looking for an advertising agency to show them that they are **creative**, innovative and the best group to advertise their product or service. It is a formal presentation also known in the industry as a "shootout". Ad agencies are invited to make presentations of their creative ideas for the brand. It involves presentation by ad agencies who compete for business to a prospective client. Agency on Record (AoR) Creative Pitch necessary when an advertiser wants to change the AoR

d) Product price and advertising

Ans: Lower price in the long run due to economies of scale, lower price benefit passed on to consumers by the firm depending on competition and brand image/loyalty, advertising increases competition which in turn does not allow firms to charge higher price, firms advertising can charge higher price as advertising helps to build brand image/equity, enhance loyalty, assures quality and communicates value for money.

e) Brand Equity

Ans: Brand equity is the value a brand adds to a product. It is a brand's power derived from the goodwill that it has earned over time, which translates into higher sales volume and higher profit margins against competing brands. Factors determining brand equity - brand loyalty, brand associations, brand awareness, perceived quality and other proprietary assets. And how advertising enhances brand equity

Green advertising

Ans: Green advertising are ads with environment friendly theme. It aims at promoting environment friendly products and promoting social messages related to the environment- organic products- recycled products-renewable energy-green technology- conserving flora and fauna-carbon footprints

