

1

Q:1 a)	<p>Multiple Choice Questions : (Attempt any 8 out of 10)</p> <ol style="list-style-type: none"> Advertising is a <u>paid</u> form of communication. (a) Advertising is an important element of <u>promotion</u> mix. (b) <u>Frequency</u> refers to the number of times an advertisement reaches the same person in a given period of time. (c) Advertising cost is the maximum at <u>Introduction</u> stage of product life cycle. (c) <u>Slogan</u> are short phrases that give descriptive or persuasive information about the brand. (a) The advertising <u>Appeal</u> refers to the approach used by the advertiser to attract the attention of customers. (b) <u>Copywriting</u> is the process of writing advertising promotional materials.(b) The birth of a new idea in the creative process is known as <u>illumination</u>.(c) <u>Public service</u> advertising aims at public welfare. (b) <u>Advertorial</u> is paid content in the form of editorial. (c) 	8 Marks
b)	<p>State True or False (Attempt any 7 out of 10)</p> <ol style="list-style-type: none"> BTL (Below the line) advertising refers to use of mass media for advertising. – (FALSE) A combination of media types is known as media mix. (TRUE) Profits for the company remain constant at different stages of PLC. (FALSE) Personal selling is a form of person-to-person communication. (TRUE) Sales contests , rebates and coupons are a part of publicity activities. (FALSE) The advertising copy refers to all the reading matter of an advertisement. (TRUE) Competitive parity method of budgeting considers the return on investment. (FALSE) Incubation in the creative process means refining the idea. (FALSE) In persuasion tests , consumers are asked how likely they are to buy a product. (TRUE) Classified advertising is the form of advertising popular on television. (FALSE) 	7 Marks
Q:2 a)	Definition – 2 marks, Any – 5-6 importance – 5 marks	
b)	All 5 M's to be explained – Mission, Money, Message, Media, Measurement	7 Marks
	OR	8 Marks
Q:2 a)	All stages – Awareness, knowledge, liking, preference, conviction, purchase.	
b)	Any 5-6 types – (Eg :Corporate, surrogate, national, classified, generic etc.)	7 Marks
		8 Marks
Q:3a)	Any 6-7 functions	
b)	Role to be explained in every stage of PLC –(introduction, growth, maturity, decline)	7 Marks
	OR	8 Marks
Q:3 a)	Integration with any 4-5 other communication tools.	
b)	Any 6-7 points	7 Marks
		8 Marks
Q:4 a)	Definition – 2 marks, Importance – any 4-5 points	
b)	Any 6-7 types –(Descriptive, narrative, personality, humorous, comparative, reasoning etc.)	7 Marks
	OR	8 Marks

SYBMS – ADVERTISING – SOLUTION SET

Q:4 a)	To include Advantages, limitations preferably with examples of some ads.	7 Marks
b)	Any 5-6 methods	8 Marks
Q:5 a)	Any 5-6 points	7 Marks
b)	Atleast about 5-6 top agencies	8 Marks
	OR	
Q:5	Write Short Notes (Attempt any 3 out of 5)	15 Marks
1	Scope of Advertising Industry in India	
2	Surrogate advertising	
3	Creativity in advertising	
4	Creating the TV Commercial	
5	Ethics and Laws in Advertising	