

①

Set 3 -Answer Key**S.Y.B.A –Advertising Semester IV – (Regular)****Q.1A. Select the most appropriate answer from the options given below:**

- a) Television b) Doordarshan c) Soft sell d) Divergent thinking
 e) Appeal f) Ad Agency's Creative team g) USP h) Sales
 i) Rolex Watch j) Consumer Jury Method k) Humorous l) Radio

Q.1B. State whether the following statements are True or False:

- a) False b) False c) False d) True e) True f) True
 g) False h) True i) True j) True k) False l) False

Q.2 a) Out Of Home Advertising

Advantages: Large size, Multiple exposures, Supporting medium, Impact of colours, Local selectivity, Low cost Medium, Maximum flexibility, reminder advertising

Disadvantages: Problem of Clutter, Problem of Audience Selectivity, Problem of Measuring Responses, Problem of Detailed Information

b) Internet Advertising

Limitations: Lacks Mass Media Efficiency, Problem of Spam, Untested Medium, Audience irritation due to pop up ads, Clutter, Limited appeal and Limited use.

c) ABC- AUDIT BUREAU OF CIRCULATION

The Audit Bureau (ABC) of India is a non-profit, voluntary organization, circulation-auditing organization. It certifies and audits the circulations of major publications, including newspapers and magazines in India.

Functions of ABC

Benefits of ABC circulation: For media buyers (advertisers) and For media owners (publishers)

Q.3 a) DAGMAR MODEL: Developed by Russell College DAGMAR (Defining Advertising Goals for Measured Advertising Results). It includes four main steps: Awareness, Comprehension, Conviction, Action, COMMUNICATION OBJECTIVES: To Create Awareness, To Build Attitude, To Develop Brand Image, To Develop Brand Loyalty, to Counter Competitors Claims, To Educate Consumer.

b) Methods of setting Advertising Budget

- 1) Fixed guideline method-Percentage of sales method unit if sales method, competitors expenditure method, share of market method
- 2) Task method-Defining the task / objective, determine the amount required, determine the Affordability of the amount, finalise the budget, approval of budget
- 3) Subjective methods-Arbitrary method, all you can afford method, go for broke method.

c) Factors to be considered in selection of advertising media: Product characteristic, target audience, Competitors advertising, distribution coverage, advertising objectives, advertising budget, media image, media support, media cost, Media restrictions, Media Flexibility, Media life, Media circulation.

Q.4 a) Importance of creativity in advertising: Attract attention, Increases recall, Memorable, impressing consumers, product positioning, brand image, increases sales, Persuasion, Develops Positive attitude, Competitive advantage.

b) Advantages of celebrity endorsements: Ensured attention, Credibility, Higher recall. Improve tarnished image, brand building, mass appeal, social awareness.

Limitations of celebrity endorsements: Short life, multiple endorsements, celebrity controversy risk, expensive, does not guarantee sales, shifting loyalties

c) Selling Points: Selling points refer to the features or uses of the product which are used by the manufacturer to sell his product.

They can be classified as follows: On the basis of characteristic or features of a product or service (Quality, shape, size, colour, strength, use, appearance and benefits of product and service and **Relative selling points** like discount offers, price reduction, long guarantee period, after sales service, durability, latest design, speed, accuracy, status, mode of payment, free home delivery, special package, image of the company etc.

Q.5 a) Elements of copy of Print ad: Headline, Subheadline, Body copy or Copy text, Slogans, Taglines, Logo and Captions

b) Storyboards for T.V ads: Rough idea of a T,V ad prepared with help of panels or frames is called story board. **Benefits:** Elements, Approval, Planning, Production

c) Post-Testing methods of measuring advertising effectiveness: Recall test, Recognition/ Readership test, Attitude and opinion test, Inquiry technique, Sales technique

3

Q.6 a) USP: Unique difference or attribute of a product that distinguishes it from its competitors. Unique Claim not made by any competitor, Claim with strong selling point, a promise to fulfill it

USP Basis- quality, Quantity, Size, After Sales service, Design, Range, Price etc.

b) Various techniques of visualization in advertising: Juxtaposition and association, Analyzing competitive ads, Brain storming, Divergent thinking, Rough layouts, Observation, Meditation.

c) Types of endorsers used in promoting the products: Celebrities, Professionals or experts, Loyal customers, Models, Radio and T.V announcers, Company executives, Common people, Animated or cartoon characters.

d) Media Reach

It refers to the number of persons or household exposed to a media programme at least once during a specific time period.

Gross Rating Points:

GRPs are calculated by multiplying reach by average frequency. .GRPs describe the total message weight of a media schedule or programme, without regard to audience duplicate over a given period of time.

Frequency: It refers to the number of times within the specific time period that an average person or household is exposed to the advertising message.

e) Limitations of T.V advertising: Expensive, difficult to incorporate change, short life, lack reference value clutter, high production cost , unsuitability for certain product competition.

f) Media scheduling strategies: Bursting, Pulsing, Seasonal, Teaser set-up, Step down, Steady, Alternate month, flighting strategy
