

Q1A) Fill in the blanks with an appropriate answer. (8)

- 1) media
- 2) Institutional
- 3) Umbrella
- 4) edits
- 5) Modular
- 6) Layout
- 7) Jingles
- 8) Paired comparison
- 9) Recall
- 10) Digital

B. state whether true or false. (7)

- 1) True
- 2) False
- 3) False
- 4) False
- 5) True
- 6) False
- 7) False
- 8) False
- 9) False
- 10) False

Q2. A) A - attention  
I - Interest  
D - Desire  
A - action

(7)

are the four steps of AIDA framework.  
(Few lines to be explained on each)

B) Features of advertising are as follows - (8)

- 1) Paid form
  - 2) Non personal presentation
  - 3) Identified sponsor
  - 4) Provides information
  - 5) Provides awareness
  - 6) Builds goodwill
  - 7) Target oriented
  - 8) Art, Science and Profession
- 9) Creative

OR

Q2. A) Importance of advertising are as follows (7)

- 1) Provides mutual benefits
- 2) Creates employment
- 3) Supports ad media
- 4) Provides awareness
- 5) Helps to build goodwill
- 6) Promotes production and distribution
- 7) Raises standard of living

B) ~~to~~ advertising planning process is:-

- 1) To appraise advertising opportunity
- 2) To analyse and define target market.

- 3) To establish advertising objectives
- 4) To determine advertising budget
- 5) To develop advertising strategies
- 6) To select the appropriate media strategy
- 7) To evaluate advertising effectiveness.

Q3: A) Subjective answers. (7)

B) Structure of ad agency is explained below:-

- 1) Contact department
- 2) Media Department
- 3) Copy department
- 4) Art department
- 5) Production department
- 6) Research department
- 7) Accounting and finance department
- 8) Public Relation department
- 9) office management (8)

Q3: A) Criteria in <sup>10x</sup> selection of ad agency are as follows: (7)

- 1) Creativity
- 2) Services offered
- 3) Location
- 4) Size of agency
- 5) Market recognition
- 6) Accreditation
- 7) Media connection

- B) Principles of Copy writing are: - (8)
- Essentials of good advertising are: -
- 1) Simple
  - 2) Legible
  - 3) Serve as reminders
  - 4) Carry conviction
  - 5) should provide impulse to buy
  - 6) attract attention
  - 7) convey message in minimum time
  - 8) specific

Q4) A) Post test Methods are (7)

- Sales test method
- Readership survey method
- Recall test method
- attitude and opinion test method
- Recognition test method
- coupon response method

B) careers in advertising are: - (8)

- 1) advertising agencies
- 2) Media
- 3) Supporting firms

(students will have to elaborate on above mentioned points)

Q1

b) Types of advertising :- (5)

- 1) Consumer advertising
- 2) Industrial advertising
- 3) Institutional advertising
- 4) Classified advertising
- 5) National advertising

c) Types of copy :- (5)

- 1) Descriptive
- 2) Institutional
- 3) Humorous
- 4) Soft sell
- 5) Scientific
- 6) Testimonial

d) Positioning strategies :- (5)

- 1) Product feature
- 2) Product use
- 3) Emotional
- 4) Symbol
- 5) Personality use
- 6) Price
- 7) Culture

e) Digital advertising (5)

(Meaning, features)

features are :- faster information, location based advertising, viral, enlarged reach, advertising through cell phones.

Q4.A) Creativity process :-

(7)

- 1) Define the problem
- 2) Detailed study of the problem
- 3) Verification of new idea
- 4) Concrete follow up actions

~~Q~~

B) demerits of celebrity advertising are:-

(7)

- 1) Overshadow the brand
- 2) Element of confusion
- 3) High cost
- 4) Problem of controversy
- 5) Limited popularity span
- 6) Multiple assignments
- 7) Difficult to manage.

Q5) Subjective

(15)

(students will make a logo, slogan, headline, jingle, illustration etc for the said product)

10x

Q5 a) Brand equity

(5)

