

Duration – 2.5hrs

Total Marks- 75

Note: 1. Attempt all the questions.

2. Figures to the right indicate full marks.

Q 1. A. Fill in the blanks with the appropriate answer from the alternatives given. (Any 8) (8)

- (1) Salesmanship is _____ communication. (personal, non personal, cross)
- (2) The statements of _____ advertising cannot be considered as creating guarantee or warranty. (surrogate, puffery, advocacy)
- (3) _____ department does the research work of advertising. (Production, Copy, Art, Research)
- (4) When ad campaign is conducted at one time throughout the country, it is called _____. (cream campaign, zonal campaign, national campaign)
- (5) _____ is an arrangement of various elements of an advertisement copy. (Layout, Slogan, Headline)
- (6) _____ method is also called as objective method. (Percentage of sales, Unit of sales, Task)
- (7) In _____ advertiser can check on the grammatical errors in advertising. (pre testing, post testing, copy testing)
- (8) VOW stands for _____. (Value for Weight, Video on Wheels, Vertical Organisation Watch)
- (9) _____ headline is meant for specific target audience. (Selective, Caution, News)
- (10) _____ are soft targets. (Housewives, Kids, Travellers)

Q1. B. State whether the following statements are true or false. (Any 7) (7)

- (1) Advertising originates from the word adverte.
- (2) Institutional advertising is also called as industrial advertising.
- (3) Publicity is a nonpaid for of advertising.
- (4) During growth stage the product is well settled in the market.
- (5) In AIDA, I stands for Invest.
- (6) Check list is a method of post testing of advertising effectiveness.
- (7) USP stands for Unique Selling Point.
- (8) Subliminal advertising is a marketing tactic where a company uses the brand image of one product in order to promote the other product.
- (9) ASCI stands for Advertising Standards Community of India.
- (10) The concept of brand image was introduced in the field of advertising by David Ogilvy.

Q 2. A. Define advertising and explain its features. (7)

B. Write a note on ASCI. (8)

Or

Q 2. C. How do you differentiate public service advertising from product advertising? (7)

D. Describe the objectives of advertising. (8)

Q 3. A. Point out the role of packaging in advertising. (7)

B. Write a note on various types of advertising agency . (8)

Or

Q 3. C. Suggest the essentials for writing a good copy for print ads. (7)

D. What are the factors affecting selection of ad agency? (8)

Q 4. Bring out the pre-test and post-test methods of testing advertising effectiveness. (15)

Or

Q 4. C. Create a layout showing different elements of copy to promote energy drink as a product. (7)

D. Explain the factors to be considered in determining the advertising budget. (8)

Q 5. Writ short notes on: (15)

- a. 5Ms of advertising
- b. Challenges in global advertising
- c. Tools of promotion mix

Or

Q 5. A. Illustrate on various product positioning strategies. (7)

B. State the reasons as to why society opposes advertising? (8)
