Program:	S.Y.B.COM	**Semester:** III	**Program Code:**	UGCOM01	
Course:	Advertising		**Course Code:**	NUCM305	
Duration:	1 Hour	**Examination Pattern:** NEP-Autonomous-External	**Max. Marks:**	30	

Instructions:

1. Attempt any two from Q.1 to Q.3.
2. Figures to the right indicate full marks.
3. CO (Course Outcome), KL (Knowledge Level).

Examination:

REGULAR

Q. 1		**Case Study**	[15]	CO's	KL's
		Case Study Analysis: GreenBite Foods GreenBite Foods is launching a new range of eco-friendly packaged snacks. The company wants to reach consumers in cities as well as nearby rural areas. It plans to communicate that its packaging is environmentally friendly and that the company supports waste reduction. GreenBite also wants to build a positive image among consumers by showing its commitment to society and the environment. The marketing team is considering different forms of special-purpose advertising for the campaign.			
	(a)	Should GreenBite use Green Advertising to highlight its eco-friendly packaging? Give reasons.		CO3	L4
	(b)	Should GreenBite use Rural Advertising to reach consumers in nearby villages? Give reasons.			
	(c)	Should GreenBite use Corporate Image Advertising to build a positive image of the company? Give reasons.			
	(d)	Should GreenBite use Social Advertising to promote waste reduction among consumers? Give reasons.			
	(e)	Should GreenBite use the same advertising message in every market without considering local culture? Give reasons.			
Q. 2		**Answer the following: (Any 02 out of 04)**	**[15]**	**CO's**	**KL's**
	(a)	Define advertising and explain its features.		CO1	L2
	(b)	Explain the types of advertising agencies.		CO2	L2
	(c)	Explain the various buying motives.		CO4	L2
	(d)	Explain the various types of advertising appeals.		CO4	L2
Q. 3		**Write short notes on: (Any 03 out of 05)**	**[15]**	**CO's**	**KL's**
	(a)	Benefits of Advertising		CO1	L1
	(b)	Reasons for Client Turnover		CO2	L1
	(c)	Rural Advertising		CO3	L1
	(d)	Types of Endorsers		CO4	L1
	(e)	Selling Points		CO4	L2

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