

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) _____ advertising uses the advertisement of a brand or product to convey a message which is related to another brand or product. (comparative, corporate, surrogate)
- (2) When marketers use nudity, sexual suggestiveness or other startling images it is termed as _____ advertising. (false, shock, puffery)
- (3) Advertising is a _____ communication. (non-personal, personal, provisional)
- (4) Selecting the proper _____ vehicle for communicating the message goes a long way in the success of any kind of advertising. (media, channel, visual)
- (5) _____ is the picture, image or any graphical presentation used in an ad. (Body copy, Slogan, Illustration)
- (6) In _____ method, a percentage of the price per unit of items sold is allocated to advertising. (Percentage of sales, Unit of sales, Task objective)
- (7) _____ headline tells the customers what to do. (Reason why, News, Command)
- (8) Ads having similar theme are called _____. (Campaign, Strategy, Appeal)
- (9) An advertising objective is classified by its primary purpose, which is to inform, persuade or _____ (encourage, remind, complement)
- (10) Contests, Rebates and Discounts are part of _____. (Publicity, Sales promotion, direct advertising)

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

- (1) Viral marketing is a form of outdoor advertising.
- (2) Brand image is not always favourable.
- (3) USP stands for Unique Selling Proposition.
- (4) Publicity is nonpaid form of advertising and therefore it can be positive as well as negative.
- (5) During introduction stage sales and revenue are highest and therefore no advertising is required.
- (6) In an advertising copy, Call of Action is an instruction to the audience to provoke an immediate response.
- (7) Radio advertising is having audio-visual appeal.
- (8) Check list is a method of pre-testing the advertising effectiveness.
- (9) The word subliminal means below the level of conscious awareness.
- (10) Lifestyle message execution style depicts average people using a product in an everyday setting.

- Q 2. A. How advertising is beneficial to manufacturers, retailers, consumers & society? (8)
B. Write a note on AIDA (7)

Or

- Q 2. C. Explain the following types of advertising: (8)
i. Generic advertising
ii. Industrial advertising
iii. Consumer advertising
iv. Public service advertising

- D. Explain with the help of features of advertising how it differs from publicity and salesmanship? (7)

- Q 3. A. What are the points that the advertiser must consider while selecting an advertising agency? (8)
B. Explain various types of advertising agencies. (7)

Or

- Q 3. A. What are the main functions of an ad agency? (8)
B. What are the prerequisites of a good copy? (7)

- Q 4. "Evaluating the effectiveness of advertising is very essential". – Justify by explaining various methods of pre-testing and post-testing advertising effectiveness. (15)

Or

- Q 4. A. Explain various methods of preparing an advertising budget. (8)

- B. Create a layout showing different elements of copy to promote a fruit drink as a product. (7)

- Q 5. Write short notes on: (15)

- a. 5Ms of advertising
b. Role of packaging in advertising
c. PLC and advertising

Or

- Q 5. A. What are the impacts of advertising on women and children in society? (8)
B. "Advertising offers an array of exciting careers". – Elaborate (7)
