

- Note:**
4. All questions are compulsory with internal options.
 5. Figures to the right indicate full marks.
 6. Draw a neat diagram wherever necessary.

Q. 1 (A) Fill in the blanks with the appropriate word from the given options: (10)
(Any Ten)

- (1) _____ advertising has a longer life.
a) Magazine b) Television c) Radio d) Internet
- (2) _____ refers to too many ads at the same time.
a) Zapping b) Zipping c) Clutter d) Traffic
- (3) Full form of POP advertising is _____.
a) Peak of Point b) Point of Pin c) Point of Purchase d) Pick of Pun
- (4) _____ is a process of making the target audience mentally prepared to buy the product.
a) Conviction b) Comprehension c) Collection d) Correction
- (5) Availability of _____ influences the amount of ad budget.
a) business ideas b) funds c) products d) customers
- (6) The _____ department is responsible to place the ads in the media.
a) media b) creative c) finance d) purchase
- (7) _____ is the central idea of an ad campaign.
a) Message theme b) Creative pitch c) Creative brief d) Clutter
- (8) _____ refers to conceiving a new idea.
a) Flexibility b) Creativity c) Continuity d) Connectivity
- (9) _____ refers to the ability to see images in the mind and to imagine how an ad will look like when it is completed.
a) Endorsing b) Animation c) Visualisation d) Dramatization
- (10) _____ are considered as slogans.
a) Taglines b) Logos c) Headlines d) Illustrations
- (11) _____ copy is also known as reason-why copy.
a) Soft sell b) Hard sell c) Ambiguous d) Final
- (12) A _____ is a musical commercial in TV or radio ads.
a) story board b) pitch c) logo d) jingle

(B) State whether the following statements are true or false: (Any Ten) (10)

- (1) Zapping means changing the television channel to avoid commercials.
- (2) Skywriting is a common form of advertising in India.
- (3) Internet provides interactive facility.
- (4) Sales objectives are qualitative in nature.

- (5) GRPs are calculated by multiplying frequency by reach.
- (6) Media frequency refers to the timing of the ad insertions in the media.
- (7) A creative brief is like a road map.
- (8) The creative director does not insist on seeing the creative brief.
- (9) Creative ads develop a positive attitude in the minds of the target audience.
- (10) Generally, a slogan consists of more than 6 words.
- (11) Logos or signature cuts are special designs of the firm or its product.
- (12) Music has no relevance in most of the TV ads.

Q.2 Answer the following (Any Two) (15)

- (a) Explain the disadvantages of television advertising.
- (b) Describe the various features of outdoor advertising.
- (c) Explain the merits of digital advertising.

Q.3 Answer the following (Any Two) (15)

- (a) Discuss the process of planning an advertising campaign.
- (b) Explain any two methods of setting an advertising budget.
- (c) What are the factors to be considered in media selection?

Q.4 Answer the following (Any Two) (15)

- (a) Explain the importance of the creative process.
- (b) What are the different forms of buying motives?
- (c) Discuss the types of endorsers used in promoting the product.

Q.5 Answer the following (Any Two) (15)

- (a) Discuss the various types of copy.
- (b) Explain the significance of illustrations in advertising.
- (c) Examine the different methods of post-testing in advertising.

Q.6 Write short notes on: (Any Four) (20)

- (a) Audit Bureau of Circulation (ABC)
- (b) DAGMAR model
- (c) Media scheduling strategies
- (d) Low Involvement Products (LIPs)
- (e) Advertising appeal
- (f) Jingles