

## SYBMS/SEM III/EXT/ADVERTISING

Time: 2½ hrs.

Marks:75

- Note:
1. All questions are compulsory with internal options.
  2. Figures to the right indicate full marks.
  3. Draw neat diagram wherever necessary.

**Q. 1 (A) Fill in the blanks with the correct answer from the alternatives given below. (08)**  
**( Attempt any 8)**

- (1) \_\_\_\_\_ type of advertising focuses on creating long-term customer relationships rather than immediate sales.
  - a) Informative advertising
  - b) Persuasive advertising
  - c) Institutional advertising
  - d) Reminder advertising
- (2) \_\_\_\_\_ advertising medium is typically the most expensive.
  - a) Print
  - b) Radio
  - c) Television
  - d) Online
- (3) \_\_\_\_\_ are musical messages written around the brand.
  - a) Slogans
  - b) Taglines
  - c) Illustration
  - d) Jingles
- (4) \_\_\_\_\_ provides only creative services to the client.
  - a) Full-service agency
  - b) Specialist agency
  - c) Creative boutique
  - d) Mega agency
- (5) \_\_\_\_\_ type of advertising is designed to reach consumers in a specific geographic area.
  - a) National advertising
  - b) Global advertising
  - c) Local advertising
  - d) Trade advertising
- (6) \_\_\_\_\_ is the process by which marketers try to create an image in the minds of the target audience.
  - a) Targeting
  - b) Segmentation
  - c) USP
  - d) Positioning
- (7) Outdoor advertising is also known as \_\_\_\_\_.
  - a) Out of home
  - b) Out of country
  - c) Out of box
  - d) Out of ad agency

- (8) \_\_\_\_\_ is a marketing tactic where a company uses the brand image of one product to promote the other product.
- Comparative advertising
  - Surrogate advertising
  - Public advertising
  - Subliminal advertising
- (9) In the \_\_\_\_\_ method, the respondent has to judge two advertisements at a time.
- Consumer Jury
  - Order of merit
  - Paired Comparison
  - Checklist
- (10) \_\_\_\_\_ Ambushing is when a brand intentionally wants to appear affiliated with an event for which it has no right.
- Indirect
  - Direct
  - Incidental
  - Around

(B) State whether the following statements are true or false. ( Attempt any 7) (07)

- The advertising budget sets a limitation on advertising expenditures.
- Post-testing of advertising effectiveness saves the cost and efforts of advertisers.
- The term ' ambush marketing ' was coined by Jerry Welsh.
- Emotional appeal is a logic-based appeal.
- Bengal Gazette is the first newspaper in India.
- Advertising and sales promotion are synonymous.
- Logos and symbols are easy to recognize.
- Advertising campaign plants are short-term in nature.
- Narrative ad copy narrates a story about the advertised product.
- Sandwichman, Transit ads, window displays, billboards, etc are forms of Print advertising.

Q.2 a) Explain the various types of advertising in detail. (08)

b) Elaborate on the importance of advertising in India. (07)

OR

Q.2 c) Explain the AIDA model of advertising in detail. (08)

d) Define advertising and discuss its features. (07)

Q.3 a) Elaborate on the functions of Advertising Agencies. (15)

OR

Q.3 b) Explain the various elements of the promotion mix. (08)

c) Describe the types of Advertising Agencies. (07)

- Q.4 a)** Explain various types of Advertising Appeals. (08)  
**b)** Explain the copywriting for Print Advertising. (07)

OR

- Q.4 c)** Describe the role of different elements of advertisements. (08)  
**d)** Explain Creativity? Elaborate on the importance of creativity in Advertising. (07)

- Q.5 a)** Elaborate on the types of Digital Advertising. (15)

OR

- Q.5** Write short notes on ( Attempt any 3) (15)

- (1) Unique Selling Propositions
- (2) Features of Advertising Budget
- (3) Hierarchy of Effect Model
- (4) Any 3 Pre Testing methods of advertising effectiveness
- (5) Role of Advertising in PLC

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