

C4A324

sy Bcom IV  
Advt 2

Duration : 3 Hrs

Marks : 100

14/3/24

**Note: All Questions are compulsory subject to internal choice.**

**Q.1 A. Fill in the Blanks with the best option and rewrite the statements: (any 10) (10)**

1. \_\_\_\_\_ advertising has a longer life  
i) TV      ii) Magazines      iii) Radio      iv) Newspaper
2. \_\_\_\_\_ media can provide media support with current events.  
i) Newspaper    ii) Trade Journal      iii) Magazines      iv) Cinema
3. In India, Television was launched in the year \_\_\_\_\_  
i) 1959      ii) 1947      iii) 1949      iv) 1969
4. Full form of POP advertising is \_\_\_\_\_  
i) Point of Purchase    ii) Point of Placement    iii) Place of Purchase    iv) Product of Purchase.
5. \_\_\_\_\_ is a creative imagination of ideas for advertising  
i) Analysis    ii) Visualization      iii) Interpretation      iv) Teaser
6. The advertiser uses \_\_\_\_\_ appeal by giving a better reason to buy the product.  
i) Negative    ii) Emotional      iii) Positive      iv) Rational
7. Michael Ray's model for LIP involves \_\_\_\_\_ as the first stage.  
i) Affective    ii) Active      iii) Conative      iv) Cognitive
8. \_\_\_\_\_ refers to signature of the advertiser.  
i) Logo      ii) Illustration      iii) Slogan      iv) Headlines
9. \_\_\_\_\_ helps to overcome language barrier.  
i) Headline    ii) Slogan      iii) Body copy      iv) Illustration
10. \_\_\_\_\_ refers to text of the advertising message.  
i) Headline    ii) Slogan      iii) Body Copy      iv) Tagline
11. The concept of USP was developed by \_\_\_\_\_  
i) David Ogilvy    ii) Julian Rotter      iii) Al Reis      iv) Rosser Reeves
12. \_\_\_\_\_ are special indicators of a product.  
i) Buying Motives    ii) Soft sells      iii) Appeals      iv) Selling Points.

**Q.1 (B) State whether the following statements are True or False (Any 10) (10)**

1. The Advertiser prepares the creative brief and hands it over to the Ad Agency.
2. Celebrity endorsed products are always a success in the market.
3. Media reach is a major objective of advertising.

4. High Involvement Products require highest involvement in producing the goods.
5. DAGMAR model regulates advertising.
6. All advertising Campaigns need to be tested.
7. Photographs are more believable in "before and after advertisements".
8. Gross rating points are calculated by dividing reach by average frequency.
9. No Advertiser considers the budget of its competitor in framing Ad budget.
10. Generally, car cards are placed outside the vehicles
11. Website is a form of outdoor advertising.
12. Digital media includes only advertising through websites.

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

1. What is Newspaper Advertising? Explain any 6 Advantages of Newspaper Advertising.
2. What is Radio Advertising? Explain any 6 Advantages of Radio Advertising.
3. What are the limitations of Internet Advertising?

**Q.3. Answer the Following (Any Two) (15)**

1. Explain the steps in planning Advertising Campaign.
2. Write any 8 factors determining advertising budget?
3. Explain the importance of Creativity in advertising.

**Q.4. Answer the Following (Any Two) (15)**

1. Discuss the Advantages of Celebrity Endorsements.
2. Distinguish Between Low Involvement Products and High Involvement Products.
3. What is meant by Illustration? Explain Importance of Illustration.

**Q.5. Answer the Following (Any Two) (15)**

1. What are the principles of Layout?
2. Write down the Essentials of Copywriting.
3. Explain the different types of Copy.

**Q.6. Write Short notes on (Any 4) (20)**

1. DAGMAR Model
2. Unique Selling Proposition
3. Any 5 Types of Endorsers
4. Any 4 types of Advertising Agencies
5. Limitations of Celebrity Endorsements.
6. Low Involvement Products

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