

M3AD1122

[Duration: 2 ½ hrs]

Marks: 75

Note: 1. All questions are compulsory

2. Figures to the right indicate full marks

Q.1 A] Fill in the blanks with an appropriate answer from the alternatives given (08)
(Any Eight).

- 1) _____ is included in Ms of advertising.
a) Media b) Metaphor c) Monogram
- 2) Advertising is derived from the Latin word _____
a) Advertere b) Advertis c) Advert
- 3) Publicity is a _____ form of communication.
a) Personal b) Non personal c) Informal
- 4) _____ is an element of promotion mix.
a) Public relations b) Product features c) Product design.
- 5) Brand _____ improves consumer's confidence.
a) Equity b) Image c) Awareness
- 6) _____ is an arrangement of various elements of an advertisement copy.
a) Layout b) Slogan c) Illustration
- 7) Advertising campaign plans are _____ in nature.
a) Short-term b) Long-term c) Medium-term
- 8) _____ advertising looks at consumers as a heterogeneous group.
a) Lifestyle b) Rural c) Ambush
- 9) The advertising _____ sets a limit on the advertising expenditure
a) Budget b) Cost c) Plan
- 10) _____ test is based on the memory of the respondent.
a) Reading b) Recall c) Check list

B] State whether the following statements are True or False (Any Seven)

[07]

- 1) Weasel claims creates unique feelings.
- 2) Public service advertising aims at public welfare.
- 3) Brand image is not always favourable.
- 4) Advertorial is paid content in form of editorial.
- 5) The advertising copy refers to all the reading matter of an advertisement.
- 6) Radio advertising is having audio visual appeal.

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- 6) Radio advertising is having audio visual appeal.
- 7) Ambush Advertising is an ethical business.
- 8) Global advertisers assume the entire world is a single entity.
- 9) Post testing method is used before finalising the advertisement.
- 10) USP stands for Unique Selling Proposition.

- Q.2 A] Define advertising. What is the importance of advertising? [08]
B] Write a note on AIDA. [07]

OR

- C] Describe the features of advertising. [08]
D] Explain Five M's of advertising. [07]

- Q.3 A] What is promotion mix? Explain the different elements of promotion mix. [08]
B] Explain the role of advertising in product lifecycle. [07]

OR

- C] What are the types of advertising agencies? [08]
D] Explain the factors to be considered while selecting an advertising agency. [07]

- Q. 4 A] What is creativity. Explain its importance in advertising. [08]
B] Explain the various types of advertisement copy. [07]

OR

- C] Discuss the different positioning strategies. [08]
D] Explain the role of different elements of advertisements. [07]

- Q. 5 A] What are the different careers in advertising? [08]
B] Write a note on digital advertising? [07]

OR

- Q. 5] Write short note on: (Any Three) [15]
1] Types of advertising
2] Essential elements of a good copy in advertisement
3] Agency compensation
4] Advertising Budget
5] Objectives of post testing of advertising effectiveness
