

Duration : 3 Hrs

C3A1023

Marks : 100

Advt-9.

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. The Word Advertising comes from the Latin Word \_\_\_\_\_  
i) Advolum            ii) Advocate            iii) Advertere            iv) Adverticon
2. Advertising is an element of \_\_\_\_\_ cost.  
i) Production            ii) Direct            iii) Distribution            iv) Primary
3. Advertising standards Council of India ensures \_\_\_\_\_ in ads.  
i) Truthfulness            ii) Untruthfulness            iii) Misrepresentation            iv) Bonus
4. Surrogate Advertising is done for productions which are \_\_\_\_\_  
i) Restricted            ii) Allocates            iii) Selected            iv) Non-Profit
5. \_\_\_\_\_ is a branch of social science that deals with morals, principles, and values.  
i) Religion            ii) Ethics            iii) Politics            iv) Commerce
6. False Statistics is a form of \_\_\_\_\_ advertising.  
i) Ethical            ii) Unethical            iii) Social            iv) Technical
7. \_\_\_\_\_ agency offers services on a piecemeal basis.  
i) In-house            ii) Creative Boutique            iii) Modular            iv) Mega
8. Pro-Bono advertising deals with \_\_\_\_\_ issues.  
i) Social            ii) Political            iii) Religious            iv) Technical
9. Advertising \_\_\_\_\_ the price of the product in the long run.  
i) Increases            ii) Decreases            iii) stabilizes            iv) Dynamic
10. \_\_\_\_\_ Advertising is used by Colgate toothpaste.  
i) Pro-Bono            ii) Competitive            iii) Competitor            iv) marketer
11. \_\_\_\_\_ concept links brand to finance.  
i) Brand Image            ii) Brand Equity            iii) Brand Extension            iv) Brand Name
12. Advertising helps a brand in crises by using \_\_\_\_\_  
i) Celebrity            ii) Government            iii) Competitive            iv) Sales

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

1. IMC includes sponsorships
2. Advertising is a form of person to person communication
3. National Advertising promotes branded products.

4. Government authorities do not use Advertising  
5. Only Accredited agencies get credit facility from media.  
6. Advertising is a paid and therefore controlled form of communication.  
7. Advertising is undertaken to promote only goods and services.  
8. Government authorities are not active participants in advertising.  
9. Public relation is not an element of IMC.  
10. Advertising does not require creativity  
11. Brand Image is the perception of the brand in the minds of customers.  
12. Political Advertising is also known as Pro Bono Advertising.

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

(15)

1. Distinguish between Advertising and Publicity
2. Explain the benefits of Advertising to the consumers
3. Explain Features of Advertising.

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

(15)

1. What is advertising agency? Explain its features.
2. Explain functions of Advertising.
3. What are the career options available in advertising agency?

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

(15)

1. Explain the Forms of Unethical Advertising.
2. Explain the Economic impact of Advertising
3. Explain Pro Bono Advertising.

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

(15)

1. Discuss the elements of AIDA Model.
2. Explain the role of Advertising in building brand image
3. Describe the features of Political Advertising

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

(20)

1. Corporate Image Advertising
2. Green Advertising
3. Creative Pitch
4. Advertising to Business Firms
5. Characteristics of Integrated Marketing Communication (IMC)
6. Freelancing career option in advertising