

[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) _____ advertising is basically for promoting corporate image.
a) Consumer b) Institutional c) Classified
- 2) Advertising is derived from the Latin word _____.
a) Advertere b) Advertis c) Advert
- 3) Shock ads are _____.
a) Controversial b) Factual c) Informative
- 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) Slogans are _____ headlines.
a) Summarised b) Balanced c) Lengthy
- 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) _____ is paid content in the form of editorial.
a) Advertising b) Advertorial c) Publicity

B] State whether the following statements are True or False (Any Seven) [07]

- 1) ASCI support code of self- regulation.
- 2) In AIDA, A stands for abstract.
- 3) Promotion mix includes sponsorship.
- 4) During introduction stage, sales & revenue are highest & therefore no advertising is required.
- 5) USP stands for Unique Selling Proposition.
- 6) Radio advertising is having audio visual appeal.

- 7) Digital media has enlarged reach.
8) Global advertisers assume the entire world is a single entity.
9) Web based marketing is an example of digital advertising.
10) Advertising budget acts as a planning & control device.

- Q.2 A] Define advertising. Explain the scope of advertising in India? [08]
B] Write a note on ASCI. [07]

OR

- C] State the different types of advertising. [08]
D] Discuss 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 marketing mix. [07]

OR

- C] What are the types of advertising agencies? [08]
D] Explain the concept "Agency compensation". [07]

- Q. 4 A] What is creativity? Explain creative process in advertising. [08]
B] What are the pre - requisites of a good copy in advertisement? [07]

OR

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

- Q. 5A] What are the different careers in advertising? [08]
B] Is freelancing a good career option in advertising.? [07]

OR

- Q. 5] Write short note on: (Any Three) [15]

- 1] AIDA model
- 2] Types of advertisement copy
- 3] Advertising plan
- 4] Global advertising
- 5] Methods of preparing advertising budget.
