

10

Q.1 A) Select the correct option and rewrite the statements (any 10)

1. ASCI was set up in _____.
(1985, 1947, 1925)
2. _____ is a form of mass communication that can be used to promote products through news and articles in the media.
(Advertising, Publicity, Public relations)
3. _____ advertising is also called as corporate image advertising.
(Primary, Advocacy, Institutional)
4. _____ is a merger of two or more large agencies.
(Specialist, In-house, Mega)
5. _____ is the official recognition given to an ad agency to conduct business on professional basis.
(Compensation, Client relationship, Accreditation)
6. An advertising agency is an _____ organisation composed of creative people.
(independent, dependent, supporting)
7. _____ is a combination of tangible and intangible aspects of society.
(Culture, Advertising, Ethics)
8. _____ advertising is also known as pro bono advertising.
(Advocacy, Political, Social)
9. False statistics is a form of _____ advertising.
(ethical, social, unethical)
10. _____ medium had the largest share of ad expenditure in 2016.
(Digital, Print, TV)
11. AIDA model was developed by _____.
(Rosser Reeves, E. K. Strong, David Ogilvy)
12. _____ is the decoder of ad messages.
(Advertiser, Ad agency, Recipient)

B) State whether the following statements are True or False (any 10)

10

1. advertising promotes ideas, goods and services.
2. Advertising on TV is one of the oldest forms of advertising.
3. local advertising is also known as retail advertising.
4. A full service ad agency provides services on piece meal basis.
5. All agencies do not provide full services to the clients.
6. Creative pitch is presented by the advertiser to select ad agency.

7. Advertising can lead to economies of large scale.
8. Advertisers do not advertise during recession.
9. Advertising helps to promote social welfare through public awareness campaigns.
10. Marketers need not focus on brand image.
11. Brand crisis leads to loss to the company.
12. Communication is a one way process.

Q.2 Answer any Two of the following.

- a) Discuss the elements of integrated marketing communication.
- b) Explain the classification of advertising on the basis of geographic area and audience.
- c) Explain the benefits of advertising to manufacturers or business firms.

Q.3 Answer any Two of the following.

- a) How to maintain agency client relationship?
- b) What are the various features of ad agency?
- c) Explain the steps in creative pitch.

Q.4 Answer any Two of the following.

- a) Explain the role of Advertising Standards Council of India.
- b) Explain the economic impact of advertising.
- c) What are the positive and negative influences of advertising on Indian values and culture?

Q.5 Answer any Two of the following.

- a) What are the various aspects of rural advertising?
- b) Write a note on green marketing.
- c) Explain the communication process in advertising.

Q.6 Write short notes (any four)

- a) Features of IMC
- b) Freelancing as a career option in advertising
- c) Social advertising through DAVP
- d) Role of ASCI
- e) AIDA model
- f) Trends in advertising media
