Q1	Attempt any two of the following	15 Marks
A)	Define Advertising. Explain its features.	
B)	Who are actively involved in the field of advertising?	
C)	Bring out the evolution of advertising.	
Q2	Attempt any two of the following	15 Marks
A)	Discuss the various elements of IMC.	
B)	Explain the bases of Market Segmentation.	
C)	Explain the role of Advertising in product life cycle.	
02	Attended on the of the following	15 Marks
Q3	Attempt any two of the following	15 Marks
A)	Write a note on advertising in Rural Areas.	
B)	Explain the classification of advertising on the basis of advertise	er and audience.
C)	Write a note on Green Advertising.	
Q4	Attempt any two of the following	15 Marks
A)	Write a note on ASCI code	
B)	Explain the different forms of untruthful advertising.	
C)	Explain the effect of advertising on production cost with the help	p of example.
Q5	Objective Questions:	15 Marks
A.	Select the most appropriate option and rewrite the statements:	(05 Mks)
a)	is the first newspaper in India.	
	(Times of India, Hindustan Times, Bengal Gazette)	
(6)	products are generally priced higher.	
	(High involvement, low involvement, moderate involvement)	
c)	Generic advertising is also known as advertising.  (financial, primary, comparative)	
(d)	Advertising has effects on the society.	
	(Only positive, only negative, positive & negative)	
e)	Local advertising is also known as advertising.	
	(National, regional, retail)	
8.	State whether the following statements are true or false:	(05 Mks)
	Consumer behavior may be different for different products.	

- b) Advertising helps to promote social welfare through public awareness campaign
- c) Social advertising is also known as Pro-bono advertising.
- d) Advertising does not require creativity.
- e) Broadcasting media includes the use of newspaper and magazines.

## C. Match the following:

Group B

Group A

- 1. Geographical Segmentation
- 2. Advertising Media
- 3. Advertising
- 4. Untruthful Advertising
- 5. Salesmanship

1. Paid form

2. Personal presentation

(05 Mks

- 3. Misleading Ads
- 4. Newspaper
- 5. Region

— The End ——