

Q1)a) Select the most appropriate answer from the options given below. (Any Ten) (10)

1. _____ department in an ad agency co-ordinates with advertisers.
(a) Media (b) Client Service (c) Traffic (d) Accounts
2. AIDA model was developed by
(a) E.K. Strong (b) David Ogilvy (c) Rosser Reeves (d) Philip Kotler
3. _____ advertising promotes eco friendly products.
(a) Green (b) Generic (c) Primary (d) Selective
4. False statistics is a form of _____ advertising.
(a) social (b) ethical (c) unethical (d) false
5. Generic advertising is also known as _____ advertising.
(a) Selective (b) Social (c) Primary (d) Comparative
6. In India, ad agencies get accreditation from _____
(a) AAAI (b) INS (c) doordarshan (d) IMRB
7. _____ agency provides services on a piece meal basis.
(a) Mega (b) Full service (c) Modular (d) InHouse
8. _____ concepts links brand to finance.
(a) Brand Image (b) Brand name (c) Brand equity (d) Brand Extension
9. Idea advertising includes _____ as an example.
(a) Hotel Service (b) Anti-drugs campaign
(c) Bank promotion campaign (d) Shampoo campaign
10. _____ is the first newspaper in India.
(a) Times of India (b) Hindustan Times (c) Bengal Gazette (d) Nabharat Times
11. The main objective of advertising is to create _____.
(a) Brand Loyalty (b) Brand Equity (c) Brand Image (d) Awareness
12. "Darr Ke Aage Jeet Hai" is a tagline of which product's advertisement.
(a) Mentos (b) Mountain Dew (c) Thumps-up (d) Coca-Cola

Q1)b) State whether the following statements are True or False. (Any Ten) (10)

1. Advertising is a paid form of non-personal presentation.
2. IMC is a continuous activity.
3. Advertising enhances value of the brand in the market.
4. Creative advertising helps to increase demand for the goods.
5. Sign Boards are the oldest form of advertising.
6. Account executives are from the client servicing department of ad agency.

7. Advertising always has a positive impact on the society.
8. English language television channels have highest channel share in India.
9. Creative Pitch is presented by the advertiser to select ad agency.
10. Generic advertising is also called as selective advertising.
11. Advertisers do not advertise during recession.
12. Brand crisis does not lead to loss to the company.

Q2) Answer any Two of the following:-

(15)

- a) Discuss the active participants in advertising.
- b) Explain the elements of Integrated Marketing Communication.
- c) Describe the evolution of advertising.

Q3) Answer any Two of the following:-

(15)

- a) Explain the features of ad agency.
- b) What are the factors to be considered in selecting an ad agency?
- c) Explain career options in Graphics and Animation.

Q4) Answer any Two of the following:-

(15)

- a) Explain the impact of advertising on product cost with help of example.
- b) Explain the forms of Untruthful Advertising?
- c) Discuss the different aspects of PRO-BONO advertising.

Q5) Answer any Two of the following:-

(15)

- a) Explain factors influencing Brand Equity.
- b) Explain communication process in advertising.
- c) Write a detail note on Rural Advertising.

Q6) Short Notes on any four of the following: -

(20)

1. Green Advertising
2. Features of advertising (any five)
3. Creative Pitch
4. Effects of advertising on consumer demand.(Any Five)
5. Benefits of advertising to consumers. (Any Five)
6. AIDA formula

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