

Note: 1. All Questions are compulsory.

2. Figures to the right indicate full marks.

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

1. \_\_\_\_\_ advertising is used by Flipkart.  
(a) Competitive (b) Primary (c) Local (d) International
2. \_\_\_\_\_ is not a part of advertising.  
(a) Posters (b) Commercials (c) Propaganda (d) None of these
3. \_\_\_\_\_ is an active participant in advertising.  
(a) Government (b) ASCI (c) Dubbing Artists (d) All of the above
4. IMC includes \_\_\_\_\_.  
(a) Direct Marketing (b) Middlemen (c) Spokesperson (d) All of these
5. \_\_\_\_\_ advertising is not deceptive.  
(a) Pro-Bono (b) Political (c) surrogate (d) Local
6. Advertising helps a brand in crisis by using \_\_\_\_\_.  
(a) Celebrity (b) Government (c) Competitor (d) None of these
7. Pro-Bono advertising deals with \_\_\_\_\_ issues.  
(a) Social (b) Political (c) Religious (d) Technical
8. \_\_\_\_\_ is a famous Global advertising agency.  
(a) McCann (b) B. Dattaram (c) Royal (d) unilever
9. \_\_\_\_\_ is a person in an advertising agency responsible for writing headlines and slogans.  
(a) Visualiser (b) Media Executive (c) Copywriter (d) Account Executive
10. \_\_\_\_\_ refers to incremental value of a brand.  
(a) Brand Image Personality (b) Brand Loyalty (c) Brand Equity (d) Brand
11. \_\_\_\_\_ advertising helped Maggi to regain its market share after the crisis.  
(a) Green (b) Advocacy (c) Political (d) Product
12. Advertising spends on \_\_\_\_\_ advertising is growing at a faster rate as compared to others.  
(a) Print (b) Digital (c) Cinema (d) Radio

Q1 (b) State whether the following statements are true or false (any ten):

1. IMC is same as promotion mix.



2. Client Turnover is a negative sign of growth for an advertising agency.
3. ASCI is sponsored by government.
4. Rural advertising has improved consumer demand and standard of living in India.
5. Changing attitudes of customers cannot be an objective of advertising.
6. In 1905 B. Duttaram 1<sup>st</sup> ad agency in India was started in Mumbai.
7. All advertisements directed at children are unethical.
8. Generic advertising is also called as primary advertising.
9. Government authorities do not use advertising.
10. Sign Boards are the oldest form of advertising.
11. Advertising always have a positive impact on the society.
12. Social Media has made advertising execution interactive.

Q2 Answer any tow of the following:

- (a) Explain the classification of advertising on the basis of the functions.
- (b) Briefly describe the evolution of advertising.
- (c) What is IMC? Explain various elements of IMC.

Q3 Answer any tow of the following:

- (a) Describe the various career options in the area of advertising.
- (b) What are the factors considered while selecting an advertising agency?
- (c) How can an advertising agency maintain a healthy relationship with its clients?

Q4 Answer any tow of the following:

- (a) Write in brief about the economic aspects of advertising.
- (b) What is the role of social advertising in a country like India?
- (c) Describe the role of ASCI in regulating advertising in India.

Q5 Answer any tow of the following:

- (a) Describe the features of rural advertising.
- (b) Explain the recent trends in advertising related to media.
- (c) With the help of a diagram explain the advertising communication process.

Q6 Write short notes on any four of the following:

- (a) Brand equity
- (b) AIDA
- (c) Creative Pitch
- (d) Agency Compensation
- (e) DAVP
- (f) Managing brand crisis