

Q1. Attempt any two of the following (15 Marks)

- a) What are the factors to be considered in selecting an ad agency?
- b) Explain the different types of ad agency
- c) Discuss the career options in an ad agency

Q2. Attempt any two of the following (15 Marks)

- a) Explain the advantages & disadvantages of radio advertising.
- b) Discuss the forms of outdoor advertising
- c) Discuss the impact of digital advertising on media.

Q3. Attempt any two of the following (15 Marks)

- a) Describe the factors influencing advertising budget.
- b) Explain the factors determining ad budget
- c) Explain the elements of media strategy.

Q4. Attempt any two of the following (15 Marks)

- a) Evaluate celebrity as a source in Indian Ads
- b) Explain in brief the elements of an ad
- c) Discuss in detail any two methods of Pre testing of ad effectiveness

Q5. (A) Select the most appropriate option and rewrite the statement (5 Marks)

- 1) _____ agency provides on piece-meal basis
(Specialist, Modular, Megha)
- 2) _____ medium combines the effects of video & audio
(Radio, TV, Newspaper)
- 3) Transit advertising is a form of _____ advertising.
(Indoor, Outdoor, internet)
- 4) _____ is a musical commercial
(Logo, Jingle, Company signature)

- 5) _____ is a creative imagination of ideas for advertising.
(Visualization, Interpretation, Analysis)

A. State whether the following statements are true or false

(5 M)

- 1) Website is a form of outdoor advertising.
- 2) A slogan cannot be one word.
- 3) A specialist ad agency provides in-house services to clients.
- 4) Illustration does not serve any purpose in ads.
- 5) Product visual has no place in outdoor advertising.

B. Match the following

(5)

GROUP-A

GROUP-B

- 1) Modular Agency
- 2) TRP
- 3) Bursting Strategy
- 4) Hard sell
- 5) Inquiry Technique

- 1) Pre-Testing method
- 2) Reason to buy
- 3) Hiatus
- 4) TV Research
- 5) Piece-meal Services
- 6) Emotional appeal

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