

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

- a) Explain the criteria to select an Ad Agency.
- b) Describe the steps in preparing creative pitch by ad agency.
- c) Explain the different features of Ad Agency.

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

- a) Discuss the merits and demerits of radio advertising.
- b) Discuss the types of internet advertising.
- c) Explain the role of media research.

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

- a) Explain the different media scheduling strategies.
- b) Explain the factors influencing ad budget.
- c) Discuss the steps in preparing creative brief.

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

- a) Discuss the role of creativity in advertising
- b) Explain the guidelines for copywriting of TV advertising.
- c) Discuss in detail any two methods of pre testing of ad effectiveness

Q5. Objective questions

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

- 1) _____ agency form after a merger of two or more large agencies.
(Inhouse, Mega, Specialist)
- 2) _____ is a media objective.
(Awareness, Brand image, Reach)
- 3) Availability of _____ influences the amount of ad budget
(Product, Media, Funds)
- 4) _____ is a musical commercial
(Logo, Jingle, Company signature)
- 5) _____ is a creative imagination of ideas for advertising.
(Visualisation, Analysis, Interpretation)

B. State whether the following statements are true or false

(5 Marks)

- 1) Website is a form of internet advertising.
- 2) Headline appears at the top of the ads.
- 3) Hard sell copy is required for luxury brands.
- 4) Window display do not attract attention of passerby.
- 5) All agencies have obtained accreditation from INS.

C. Match the following

(5 Marks)

GROUP-A

- 1) Modular agency
- 2) Logo
- 3) Internet
- 4) Jingle
- 5) Bursting

GROUP-B

- 1) Symbol
- 2) Musical commercial
- 3) Piece Meal services
- 4) Email Advertising
- 5) Heavy adverting during particular period

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