

Note : 1. All questions are compulsory.

2. Figures to the right indicate fill marks.

Q.1 A) Select appropriate option given in the bracket.(any 10)

(10)

- a) Transit advertising is a form of _____ advertising.
(indoor, outdoor, internet)
- b) _____ is an interactive medium.
(internet, newspaper, magazines)
- c) _____ medium has the highest share of advertising revenue in india.
(magazines, newspaper, internet)
- d) _____ is a media objective.
(brand image, reach, awareness)
- e) _____ is the central idea of an ad campaign.
(creative brief, message theme, creative pitch)
- f) _____ products are high priced product.
(high involvement, low involvement, first hand)
- g) _____ beyos to induce action on the part of the prospect.
(appeal, reaction, visualization)
- h) _____ is a musical commercial in TV and radio.
(jingles, slogans, headline)
- i) _____ copy is also known as reason why copy in ads.
(haed sell, soft sell, testimonial)
- j) _____ is the fastest growing medium in advertising.
(television, internet, radio)
- k) _____ helps to overcome language barriers.
(illustration, headline, body copy)
- l) _____ test is conducted in different cities to findout ad effectiveness.
(sales area, consumer jury, checklist)

Q.1 B) State whether the following statement are true or false (any ten)

(10)

1. Internet provides interactive facility.

2. Meta ads refers to Mega ads in the media.
3. Website is a form of outdoor advertising.
4. The advertiser consider area coverage while selecting the ad media,.
5. Frequency is calculated by multiplying gross rating points with rich.
6. Celebrity endorse products are always a success in the market.
7. Media reach is not an object of advertising
8. Illustration do not serve any purpose in advertising.
9. Soft sell copy is required to advertise luxury brand.
10. Jingle is presented in spoken words.
11. High involvement products require highest involvement in producing the goods.
12. Seasonal media scheduling strategy is followed in all season of the year.

Q.2 Answer any two of the following.

(15)

- a) Explain the advantages and limitation of out-of-home advertising.
- b) Explain various forms of digital advertising.
- c) Explain the advantages and disadvantages of television advertising.

Q.3 Answer any two of the following.

(15)

- a) Explain the steps in planning advertising campaign.
- b) What are the factors to be considered in advertising media selection?
- c) Explain various media scheduling strategies.

Q.4 Answer any two of the following.

(15)

- a) Explain the importance of creativity in advertising?
- b) What are the steps involved in creative pitch?
- c) Write a note on low involvement product?

Q.5 Answer any two of the following.

(15)

- a) Explain the essentials of copywriting for advertising?
- b) Explain the importance of illustration in print ads?
- c) Explain the methods of pre-testing advertising effectiveness?

Q.6 Write short notes on (any 4)

(20)

1. Slogan
2. Story board
3. Buying motives
4. DAGMAR model
5. Film advertising
6. Media research

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