

Q.P. Code :19955**[Time: 2:30 Hours]****[Marks:75]**

Please check whether you have got the right question paper.

N.B: 1. All questions are compulsory carrying 15 marks each.

Q.1 A) Fill in the blanks with an appropriate answer: (Any Eight)

08

- 1) AIDA stands for -----
 - a) Attention – Interest- Demand- Action
 - b) Attention – Inquiry-Desire-Audit
 - c) Attention – Interest – Desire- Action
 - d) Attraction – Interest- Demand –Audit
- 2) Consumer Advertising is -----
 - a) Informative
 - b) Ethical
 - c) Non-entertaining
 - d) Lengthy
- 3) Like individuals, products also has personality which is called -----
 - a) Brand Image
 - b) Brand Personality
 - c) Brand Name
 - d) Brand Fatigue
- 4) Out door media has ----- appeal.
 - a) Only Visual
 - b) Audio- Visual
 - c) Only Audio
 - d) Multi-sensory
- 5) ----- are soft targets.
 - a) Women
 - b) Children
 - c) Illiterates
 - d) Travellers

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- 6) Advertising Agencies find----- for sellers.
 - a) Locations
 - b) Targets
 - c) Customers
 - d) Results
- 7) Institutional Advertising is based on -----
 - a) Investment
 - b) Mutual Trust
 - c) Good will
 - d) Economy
- 8) Measuring advertising effectiveness is the process of ----- advertising campaigns.
 - a) Evaluating
 - b) Controlling
 - c) Planning
 - d) Regulating.
- 9) ----- advertising has recorded unprecedented progress in the recent time.
 - a) Television
 - b) Print
 - c) Persuasive
 - d) Mobile
- 10) Storyboard is developed by ----- director.
 - a) Media
 - b) Art
 - c) Agency
 - d) Advertising.

B) State whether the following statements are True or False: (Any seven)

07

- 1) A good copy should be very long and elaborate.
- 2) Puffery Advertising don't involve exaggerated claims.
- 3) Creative strategy provides a theme to every ad campaign.
- 4) Copy testing is done at pre-testing stage.
- 5) Under the commission method of compensation, Agencies receives 15 percent commission from the media owner on the cost charged for media space or time.

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- 6) Advertising support women empowerment.
- 7) Global Advertisers assume the entire world is a single entity.
- 8) Brand Name and Trade Mark are one and same.
- 9) Motivation is one of the Five Ms of Advertising.
- 10) Puppet shows is one of the Advertising Strategies of Rural Marketing.

- Q.2 A) Define Advertising. What are the main features of advertising. 08
- B) Write a brief note on 5 Ms of advertising. 07

OR

- A) Explain the stimulus, Hierarchy and AIDA model of Advertising. 08
- B) Describe the importance of Advertising in different stages of Product life cycle. (PLC) 07

- Q.3 A) Define Advertising Agency and describe various types of Ad Agencies. 08
- B) Describe the importance of agency-client relationship. State the benefits of cordial relationship between agency and it's clients. 07

OR

- A) Explain the following brand related concepts: 08
- i) Brand Equity
 - ii) Brand Personality
- B) Bring out the importance of creativity in Advertising. 07

- Q.4 A) Describe the role of various elements of Ads such as Logo, Slogan, Jingle and Illustration. 08
- B) What is Advertising Budget? Describe any three Methods of budgeting. 07

OR

- A) What are the career opportunities in the field of Advertising ? 08
- B) Explain any two post-testing methods of evaluating the effectiveness of an ad campaign. 07

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Q.5 Create a layout using various elements of a print ad for the new range of Ayurvedic Personal Care products introduced by Unilever. (Brand – Ayush) 15

OR

Write a short note on any three of the following:

- 1) Ethics in Advertising
- 2) Advertising in Marketing Mix
- 3) Radio Advertising
- 4) Role of Celebrities in Advertising.
- 5) Digital Advertising.

15
