

Q.P. Code :19957**[Time: 2:30 Hours]****[Marks:75]**

Please check whether you have got the right question paper.

N.B: 1. All Questions are compulsory.

Q.1 A) Fill in the blanks with an appropriate answer : (Any 8)

08

- 1) Advertising cost is the maximum at ----- stage of product life cycle.
 - a) Growth
 - b) Maturity
 - c) Introduction
- 2) ----- are short phrases that give descriptive or persuasive information about the brand.
 - a) Slogan
 - b) Logo
 - c) Company Signature
- 3) E-choupal is a business initiative by-----
 - a) WIPRO
 - b) TATA
 - c) ITC
- 4) -----advertising aims at public welfare.
 - a) National
 - b) Public Service
 - c) Surrogate
- 5) ----- refers to the number of times an advertisement reaches the same person in a given period of time.
 - a) Reach
 - b) Scheduling
 - c) Frequency
- 6) Advertising is an important element of ----- mix.
 - a) People
 - b) Promotion
 - c) Product

Q.P. Code :19957

- 7) ASCI is a self-regulatory ----- organization.
 - a) Mandatory
 - b) Voluntary
 - c) International
- 8) ----- is the process of creating a unique identity of the product.
 - a) Branding
 - b) Selling
 - c) Positioning
- 9) -----appeal is the one that appeals to the sense of right or wrong.
 - a) Moral
 - b) Emotional
 - c) Rational
- 10) ----- is the paid content in the form of an advertisement.
 - a) Advertising
 - b) Publicity
 - c) Advertorial

B) State whether the following statements are true or false (Any 7)

07

- 1) Advertising is a personal form of information.
- 2) Media planning is a part of advertising.
- 3) A combination of media types is known as media mix.
- 4) Advertising and sales promotion are Synonymous.
- 5) The concept of USP (Unique Selling Proposition) was developed by Rooser Reeves.
- 6) Internet advertising has brought a revolutionary change in promotion of a product.
- 7) Rational appeal focuses on customer's emotions.
- 8) Slice of life has a problem-solution approach.
- 9) Pre-testing of advertising effectiveness helps to save cost.

Q.P. Code :19957

10) Below the line advertising refers to use of mass media for advertising.

Q.2 A) Discuss the 5M's of advertising. 07

B) Explain the importance of advertising to various parties. 08

OR

P) Discuss the impact of advertisement on kids. 07

Q) Explain the following concepts:
Puffery, shock ads, surrogate advertising, weasel claim 08

Q.3 A) Discuss the various types of ad agencies. 07

B) What are the advantages of celebrity advertising? 08

OR

P) Explain the importance of creativity in advertising. 07

Q) What are the factors to be considered for maintaining a good client agency relationship. 08

Q.4 A) What are the factors to be considered while preparing advertising budget ? 07

B) Explain the objectives of evaluation of advertising effectiveness. 08

OR

P) What are the recent trends in global advertising ? 07

Q) How is ad campaign created? 08

Q.5 A) Design a lay-out using various elements of a print ad for marketing of an event. 15

OR

Q.P. Code :19957

Write Short notes on (any 3 out of 5)

15

- a) Scope of advertising industry in India
- b) Rural Advertising
- c) Role of Advertising Accounts Executive
- d) Freelancing options in Advertising
- e) Surrogate advertising.