

MKT

VCD 23/10/19 SYBMS ADVERTISING III-SEMESTER EXAM-2019-20 75-MARKS 2 ½-HRS

**Note: All questions are compulsory.**

Q.1 A) Fill in the Blanks (Any 8)

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1. Advertising is a \_\_\_\_\_ communication (Non personal, personal, provisional)
2. \_\_\_\_\_ Advertising does not make efforts in brand building. (Generic, retentive, regional)
3. \_\_\_\_\_ Advertising is basically for promoting corporate image. (Industrial, consumer, institutional)
4. publicity is a \_\_\_\_\_ form of communication (Personal, non-personal, informal)
5. Advertising creates a \_\_\_\_\_ effect among potential buyers. (Push, pull, multifaceted)
6. Advertising encourages \_\_\_\_\_ (Spiritualism, materialism, lavishness)
7. Advertiser find children \_\_\_\_\_ targets. (hard, Soft, routine)
8. Brand \_\_\_\_\_ improves consumers' confidence. (equity, image, awareness)
9. Source creditability must be \_\_\_\_\_ (original, believable, supportive)
10. \_\_\_\_\_ are more like quick-fix solutions. (models, celebrities, animations)

B) True or False (Any 7)

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1. Checklist is a method of pre-testing the advertising effectiveness.
2. Task objective method concentrates on the predetermined marketing objectives.
3. Viral marketing is a form of outdoor advertising. Radio commercials provide recall value.
4. AIDA keeps marketing plans working.
5. During introduction stage sales and revenue are highest and therefore no advertising is required.
6. Publicity is non paid form of advertising and therefore it can be positive as well as negative.
7. Sub-branding is non-existent in India.
8. Cognitive dissonance is a state of consumer anxiety.
9. ASCI support code of self-regulation
10. Internet has made advertising more targeted.

Q.2. A. Defines advertising. Explain the features of advertising.

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B. What are the impacts of advertising on women and children in society?

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OR

C. Which promotional tools would you suggest for marketing a luxury car? Justify your answer.

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Q.3. A. Discuss advertising planning process

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B. Factors influencing planning of an advertising campaign.

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OR

C. Explain the elements of an advertisement copy

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D. How advertising is beneficial to manufacturers, consumers, retailers and society.

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Q.4. A. What is an advertising budget? Explain the features of an advertising budget.

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C. "Advertising offers an array of exciting careers". Elaborate.

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OR

B. Create a layout showing different elements of copy to promote a Hair removing cream as a product.

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Q.5. Short Notes (Any Three)

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6. AIDA Model
7. Subliminal advertising
8. brand equity
9. Creativity in advertising
10. Ethics and laws in advertising

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