

**Note: 1. All questions are compulsory.**

Q1 a) Multiple choice questions (Any 8)

8 marks

1. Advertising is \_\_\_\_\_ salesmanship  
a) Official      b) personal      c) impersonal      d) unofficial
2. \_\_\_\_\_ is a crucial step in Hierarchy effect model.  
a) Planning      b) Organizing      c) Awareness      d) Posting
3. Shock ads are \_\_\_\_\_  
a) Controversial      b) factual      c) informative      d) passive
4. Product \_\_\_\_\_ creates advertising opportunities.  
a) Adaptability      b) differentiation      c) uniformity      d) cycle
5. \_\_\_\_\_ analysis is used to conduct situation analysis  
a) PESTLE      b) SWOT      c) Marketing      d) advertising
6. Marketing \_\_\_\_\_ are goals to be achieved by a firm  
a) Plans      b) objectives      c) analysis      d) research
7. Creativity is developing \_\_\_\_\_ ideas  
a) Old      b) past      c) new      d) latest
8. Source credibility must be \_\_\_\_\_  
a) Original      b) duplicate      c) supportive      d) believable
9. \_\_\_\_\_ media has the second highest reach in urban India  
a) Film      b) Print      c) TV      d) Radio
10. Web based marketing is an example of \_\_\_\_\_ advertising  
a) Consumer      b) digital      c) industrial      d) puffery

Q1 b) True or False (Any 7)

7 marks

1. Every ad has identified sponsor.
2. Institutional advertising is sales – oriented.
3. Weasel claim creates vague feelings.
4. Marketing plan is a full proof document
5. Creative strategy provides a theme to every ad campaign
6. Media strategy does not put stress on ad contents
7. Advertising campaign bridges diverse ads in consumer's mind
8. Positioning strategies evaluate competitor's efforts
9. Post testing method is used before finalizing the advertisement
10. Content marketing works offline.

Q2 a). Explain features of advertisement.

8 marks

b) Explain AIDA model in brief.

7 marks

OR

c) Explain Puffery, Subliminal advertise and Weasel Claim in brief.

8 marks

d) Explain Five M's of Advertising.

7 marks

Q3 a) Explain Advertising planning process and strategy. 8 marks

b) What is the importance of Brand Positioning? 7 marks

OR

c) Explain media strategy in brief. 7 marks

d) Which are the elements in marketing mix? 8 marks

Q4a) What is the importance of Creativity in Advertising?

b) Which are the different types of advertising appeals? 8 marks

OR

c) What are the features of a good radio commercial? 7 marks

d) Explain Unique selling proposition (USP) 8 marks

Q5. A) What are the features of advertising budget?

b) Which are the different advertising strategies used in Rural marketing? 7 marks

OR

Q5. Write short notes (Any 3)

15 marks

1. Challenges of Global advertising
2. Features of Digital advertising
3. Stimulus Response model
4. Importance of Packaging
5. Retail Advertising