

NOTE:

1. All questions are compulsory
2. All questions carry equal marks
3. Figures to the right indicate equal marks

Q1. A) Multiple Choice questions (Any 8) 8

1. Without _____ advertising will be like a body without soul.
a) Publicity b) Advertiser c) Agency d) Creativity
2. Consumer Advertising is _____.
a) Misleading b) Informative c) Ethical d) Vision
3. Puffery is _____.
a) Relative b) Objective c) Absolute d) Subjective.
4. _____ method determines advertising budget.
a) Objective b) Subjective, c) Retentive d) Speculative.
5. Marketing _____ are goals to be achieved by a firm
a) Plans b) Objective c) Analysis d) Research.
6. _____ department prepares layout of advertisement.
a) Production, b) Copy c) Art d) Research
7. Radio Commercial Enjoy _____ value
a) Respect b) incremental c) Package d) Intrinsic
8. _____ are musical messages written around the brand.
a) Slogan b) Jingles c) Taglines d) Illustration
9. Percentage of sales method is not _____.
a) Acceptable b) Scientific c) Practical d) Workable
10. _____ testing is related to big ideas
a) Pre b) Post c) Copy d) Concept

Q1 B) True or False (Any 7) 7

1. Institutional advertising is sales oriented.
2. Weasel claim creates vague feelings
3. Surrogate advertising is an escape route
4. Brand personality is short lived
5. Publicity is a wider term than advertising
6. Advertising agency represent the core of advertising profession
7. Persuasion is a two-way traffic
8. Layout is the use of written words
9. Copy testing is done with large audience
10. Advertising is a better mirror to reflect societal trends

- Q2. a) Explain the importance of advertising. 7
- b) What are the benefits of advertising to manufacturers 8
- OR
- c) Distinguish between: Advertising and Salesmanship 7
- d) Explain AIDA model in brief with the help of diagram 8
- Q3. a) What is the purpose of Marketing objective 7
- b) Explain the importance of Brand Positioning 8
- OR
- c) Explain Integration of advertising with other communication tools 8
- d) What is the role of advertising in PLC? 7
- Q4. a) Explain the steps in the creativity process. 8
- b) What are the factors influencing planning of an advertising campaign? 7
- OR
- c) What are the essentials of a good advertising appeal? 7
- d) Explain the features of a good Radio commercial 8
- Q5. a) Which are the different Post Testing methods of testing advertising effectiveness? 8
- b) What is the media mix for Rural Marketing? 7
- OR
- C) Write short notes on (Any 3) 15
1. Five Ms of advertising
 2. Need and Importance of Packaging
 3. USP
 4. Features of advertising budget
 5. Global advertising