Duration – 2.5hrs

	Total Mar	
Note:	1. Attempt all the questions.	
	2. Figures to the right indicate full marks.	
Q:1 a)	Multiple Choice Questions : (Attempt any 8 out of 10)	8 Marks
	1. Advertising is a form of communication.	
	a) paid b) free c) two-way	\$ 5.0.0.00.₹
	2. Advertising is an important element ofmix.	
	a) people b) promotion c) product	
	3 refers to the number of times an advertisement reaches the	
	same person in a given period of time.	
	a) Scheduling b) Reach c) Frequency	
	4. Advertising cost is the maximum at stage of product life	Ş.
	cycle.	
	a)Growth b) Maturity c) Introduction	
	5are short phrases that give descriptive or persuasive	
	information about the brand.	
	a)Slogan b) Logo c)Company signature	
	6. The advertising refers to the approach used by the	
	advertiser to attract the attention of customers.	
	a)Style b) Appeal () c) Format	
	7 is the process of writing advertising promotional	
	materials.	
	a) Creativity b) Copywriting c) Copy research	
	8. The birth of a new idea in the creative process is known as	
~	a) Immersion b) Verification c) Illumination	
000	9 advertising aims at public welfare.	
	a) Corporate b) Public service c) Surrogate	
2222	10 is paid content in the form of editorial.	
	a)Advertising b) Publicity c) Advertorial	
S C C C	State True or False (Attempt any 7 out of 10)	7 Marks
b)	1. BTL (Below the line) advertising refers to use of mass media for	
	advertising.	
	2. A combination of media types is known as media mix.	
	3. Profits for the company remain constant at different stages of PLC.	
	4. Personal selling is a form of person-to-person communication.	
	5. Sales contests, rebates and coupons are a part of publicity activities.	
	6. The advertising copy refers to all the reading matter of an advertisement.	
	7. Competitive parity method of budgeting considers the return on investment.	
	8. Incubation in the creative process means refining the idea.	
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	9. In persuasion tests, consumers are asked how likely they are to buy a product.	
	10. Classified advertising is the form of advertising popular on television.	
Q:2 a)	Define advertising. Discuss the importance of advertising.	7 Marks
b)	Write a note on 5 M's of Advertising	8 Marks
	OR SZZZZZZZZZZZZZZZZZZZZZZZZZZZZZZZZZZZZ	
Q:2 a)	Explain the Hierarchy –Effects Model	7 Marks
b)	Explain the types of Advertising.	8 Marks
Q:3a)	What are the functions of advertising agencies?	7 Marks
b)	Discuss the role of advertising in the Product Life Cycle.	8 Marks
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Q:3 a)	Discuss the integration of advertising with other communication tools.	7 Marks
b)	What are the factors to be considered while selecting an advertising agency?	8 Marks
Q:4 a)	Define creativity. Explain its importance in advertising.	7 Marks
b)	Explain the various types of advertisement copy.	8 Marks
	OR SASSES	
Q:4 a)	Write a note on role of celebrities in Indian advertisements.	7 Marks
b)	Discuss the ways in which advertising agencies are compensated.	8 Marks
Q:5 a)	What are the essential elements of a good copy in advertisements?	7 Marks
b)	Write a note on current top ad agencies in India.	8 Marks
	SERE CESSSE OR	
Q:5	Write Short Notes (Attempt any 3 out of 5)	15 Marks
1	Scope of Advertising Industry in India	
2	Surrogate advertising	
3 ్ర	Creativity in advertising	
4	Creating the TV Commercial	
55	Ethics and Laws in Advertising	
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