

Note. All Questions are Compulsory

All Questions carry equal mark

Q1) What would the world be like without advertising? (15)

Q2) "An advertising agency acts as an advisor and consultant of its client .Explain the statement (15)

OR

a.How would you post-test the effectiveness of advertising? (8)

b .How does advertising affect the society? (7)

Q3) Describe communication process with the help of a diagram? (15)

OR

a. What do you mean by USP ? How is it useful in advertising. (8)

b.What do you understood by DAGMAR. (7)

Q4) Explain the concepts. (15)

i) Visualisation ii) Copywriting iii)Layout iv) Concept testing v) Bodycopy

OR

a.Discuss AIDA process. (8)

b. What is advertising agency? Describe its main features.(7)

Q5) Shorts notes on (Any 3) (15)

a) Media Research b) Creativity in advertising c) Agency- Client relationship

d)Advertising budget e) Personal selling