

9/5/2022

VCD : ____ FYBAMMC (ENG) INTRODUCTION TO ADVERTISING 2hr45 mins 75 marks

Q1. Multiple Choice Questions.

(40 Marks)

1. One of the department in advertising agency who's take a responsibility to a whole advertising campaign and have a direct relationship with the client is called?
 - a. Media Department
 - b. Account Director
 - c Account Executive Department
 - d. Creative Department
2. What kind of printed ad copy element that have a function as the core message or contain detailed information from the advertised product or service?
 - a. Body Copy
 - b Sub Headline
 - c. Baseline
 - d Mandatories
3. Young's creative process: ____
 - a. Immersion – digestion – incubation – illumination – verification
 - b. Digestion – incubation – illumination – verification - immersion
 - c. Digestion – incubation – illumination – immersion – verification
 - d. Illumination – immersion – verification- digestion – incubation
4. ____ appeal make consumers laugh and create an emotional link with the product.
 - a. Smile
 - b. Laugh
 - c Humour
 - d Popularity
5. A transparent box at the payment counter where the retailer stocks his chocolates, might urge a customer to buy a chocolate....
 - a. Outdoor Advertising
 - b. Point of Purchase Display
 - c. Print ad
 - d. Product placements
6. ____ differ from traditional advertisements in that they are designed to look like article that appear in a publication.
 - a. Classified Ad
 - b. Newspaper Ad
 - c. Press Release
 - d. Advertorial
7. Unfair judgement of people based on looks, belief, or ethnic background.
 - a Biased
 - b Prejudice
 - c Stereotype
 - d. Claim
8. Full form of ASCI is
 - a. Advertising Standard Code of India
 - b. Advertising Self Council of India
 - c. Advertising Social Communication of India
 - d. Advertising Standards Council of India
9. Industrial advertising is ____
 - a. Factual
 - b. Imaginary
 - c. Uses Fear Appeal
 - d. Humorous
10. A newspaper is ____ cost but ____ valid media
 - a. High Frequently
 - b. Current, never
 - c. Low, Presently
 - d. Log, Highly
11. Which one of the following media would opt for promoting FMCG?
 - a. Industry-oriented magazines
 - b. TV
 - c. Internet
 - d. Presentations during trade fairs
12. An online ad which moves across the user's screen or floats above the content is,
 - a. Pop-up Ad
 - b. Banner Ad
 - c. Expanding Ad
 - d. Floating ad

13. This is a hierarchy of effects or sequential model used to explain how advertising works
a. ADD b. AIDA c. PESTLE d. SWOT

14. Placement of advertisements inside or outside transportation vehicles is known as
a. Aerial ads b. Outdoor ads c. Transit ads d. Classifieds

15. For which type of market small packaging, single-use packets are suitable?
a. Urban b. Rural c. Semi-Urban d. Metros

16. There is no reference value for
a. TV ads b. Newspaper ads c. Magazine ads d. Mail ads

17. "Jingle" method may not be useful for advertising of
a. Toothpaste b. Washing powder c. Computer brand d. Milk chocolate

18. Which of these contain no illustrations or logos?
a) TV b) Magazine c) Classified advertisements d) Cinema

19. Mail-in coupons, Contest forms, etc are examples of
a. Publicity b. Public relations c. Sales promotion d. TV ads

20. The promotional activities carried out through mass media like television, radio, newspaper are called ____
a. Below the line b. Above the line c. Between the line d. liners

Q2 a. Define Advertising? Explain the importance of advertising. (8)

b. Five M's of Advertising (7)

OR

c. What is Advertising Appeal? Describe different types of advertising appeal. (15)

Q3 a. Explain Hierarchy- effects model (8)

a. Define creativity. Explain its importance in advertising. (7)

OR

b. Explain the various ethical issues that challenge the standard of advertising professionals. (15)

Q4 Write Short notes on (Any 1) (05)

- a. Impact of ads on Kids
- b. Public service Advertising
- c. IMC tools
- d. Generic Advertising