

**Note: All Questions are Compulsory**

**All Questions carry equal marks**

Q1) Niara beauty Skin and Facial Creams are a newly introduced company in the market offering various types of beauty products in the market. The company for few years followed mass marketing strategy for its promotional related activities but has not found any success. As a consultant, company appoints you to help him promote the product in the market and increase sales.

- a. Mention the Target Audience (5)
- b. Explain which IMC tools the company should adopt for success of its business. (10)

Q2) Explain the various ethical issues that challenge the standard of advertising professionals (15)

**OR**

- a. What are the benefits of Advertising (8)
- b. Explain the criticism of Advertising in detail (7)

Q3) Highlight the advantages and disadvantages of Television media, Radio media and Newspaper media (15)

**OR**

- a. Role and responsibility of Account planner and Media Planner (8)
- b. Difference between Public relations and Advertising (7)

Q4) Explain the concepts. (15)

- a) Headline b) Logo c) Ambush Advertising d) Advertorial e) Tagline

**OR**

- a. Define creativity. Explain its importance in advertising (8)
- b. Five M's of Advertising (7)

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

- a) Comparative Ads b) Rural Advertising c) Hierarchy Effects Model
- d) IMC planning process e) Full-Service Advertising