

Q1 Attempt any two of the following 15 Marks

- A) Define Advertising. Explain its features.
- B) Who are actively involved in the field of advertising?
- C) Bring out the evolution of advertising.

Q2 Attempt any two of the following 15 Marks

- A) Discuss the various elements of IMC.
- B) Explain the bases of Market Segmentation.
- C) Explain the role of Advertising in product life cycle.

Q3 Attempt any two of the following 15 Marks

- A) Write a note on advertising in Rural Areas.
- B) Explain the classification of advertising on the basis of advertiser and audience.
- C) Write a note on Green Advertising.

Q4 Attempt any two of the following 15 Marks

- A) Write a note on ASCI code
- B) Explain the different forms of untruthful advertising.
- C) Explain the effect of advertising on production cost with the help of example.

Q5 Objective Questions: 15 Marks

A. Select the most appropriate option and rewrite the statements: (05 Mks)

- a) _____ is the first newspaper in India.
(Times of India, Hindustan Times, Bengal Gazette)
- b) _____ products are generally priced higher.
(High involvement, low involvement, moderate involvement)
- c) Generic advertising is also known as _____ advertising.
(financial, primary, comparative)
- d) Advertising has _____ effects on the society.
(Only positive, only negative, positive & negative)
- e) Local advertising is also known as _____ advertising.
(National, regional, retail)

B. State whether the following statements are true or false: (05 Mks)

- a) Consumer behavior may be different for different products.

- b) Advertising helps to promote social welfare through public awareness campaign.
- c) Social advertising is also known as Pro-bono advertising.
- d) Advertising does not require creativity.
- e) Broadcasting media includes the use of newspaper and magazines.

C. Match the following:

(05 Mks)

Group A

- 1. Geographical Segmentation
- 2. Advertising Media
- 3. Advertising
- 4. Untruthful Advertising
- 5. Salesmanship

Group B

- 1. Paid form
- 2. Personal presentation
- 3. Misleading Ads
- 4. Newspaper
- 5. Region

— The End —