

**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 understand 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) Short notes on (Any 3) (15)

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

d) Advertising budget    e) Personal selling