

Q.P. Code :19955**[Time: 2:30 Hours]****[Marks:75]**

Please check whether you have got the right question paper.

N.B: 1. All questions are compulsory carrying 15 marks each.

Q.1 A) Fill in the blanks with an appropriate answer: (Any Eight)

08

- 1) AIDA stands for -----
 - a) Attention – Interest- Demand- Action
 - b) Attention – Inquiry-Desire-Audit
 - c) Attention – Interest – Desire- Action
 - d) Attraction – Interest- Demand –Audit
- 2) Consumer Advertising is -----
 - a) Informative
 - b) Ethical
 - c) Non-entertaining
 - d) Lengthy
- 3) Like individuals, products also has personality which is called -----
 - a) Brand Image
 - b) Brand Personality
 - c) Brand Name
 - d) Brand Fatigue
- 4) Out door media has ----- appeal.
 - a) Only Visual
 - b) Audio- Visual
 - c) Only Audio
 - d) Multi-sensory
- 5) ----- are soft targets.
 - a) Women
 - b) Children
 - c) Illiterates
 - d) Travellers

Q.P. Code :19955

- 6) Advertising Agencies find----- for sellers.
 - a) Locations
 - b) Targets
 - c) Customers
 - d) Results
- 7) Institutional Advertising is based on -----
 - a) Investment
 - b) Mutual Trust
 - c) Good will
 - d) Economy
- 8) Measuring advertising effectiveness is the process of ----- advertising campaigns.
 - a) Evaluating
 - b) Controlling
 - c) Planning
 - d) Regulating.
- 9) ----- advertising has recorded unprecedented progress in the recent time.
 - a) Television
 - b) Print
 - c) Persuasive
 - d) Mobile
- 10) Storyboard is developed by ----- director.
 - a) Media
 - b) Art
 - c) Agency
 - d) Advertising.

B) State whether the following statements are True or False: (Any seven)

- 1) A good copy should be very long and elaborate.
- 2) Puffery Advertising don't involve exaggerated claims.
- 3) Creative strategy provides a theme to every ad campaign.
- 4) Copy testing is done at pre-testing stage.
- 5) Under the commission method of compensation, Agencies receives 15 percent commission from the media owner on the cost charged for media space or time.

Q.P. Code :19955

- 6) Advertising support women empowerment.
- 7) Global Advertisers assume the entire world is a single entity.
- 8) Brand Name and Trade Mark are one and same.
- 9) Motivation is one of the Five Ms of Advertising.
- 10) Puppet shows is one of the Advertising Strategies of Rural Marketing.

Q.2 A) Define Advertising. What are the main features of advertising. 08

B) Write a brief note on 5 Ms of advertising. 07

OR

A) Explain the stimulus, Hierarchy and AIDA model of Advertising. 08

B) Describe the importance of Advertising in different stages of Product life cycle. (PLC) 07

Q.3 A) Define Advertising Agency and describe various types of Ad Agencies. 08

B) Describe the importance of agency-client relationship. State the benefits of cordial relationship between agency and it's clients. 07

OR

A) Explain the following brand related concepts: 08

- i) Brand Equity
- ii) Brand Personality

B) Bring out the importance of creativity in Advertising. 07

Q.4 A) Describe the role of various elements of Ads such as Logo, Slogan, Jingle and Illustration. 08

B) What is Advertising Budget? Describe any three Methods of budgeting. 07

OR

A) What are the career opportunities in the field of Advertising ? 08

B) Explain any two post-testing methods of evaluating the effectiveness of an ad campaign. 07

Q.P. Code :19955

- Q.5 Create a layout using various elements of a print ad for the new range of Ayurvedic Personal Care products introduced by Unilever. (Brand – Ayush) 15

OR

Write a short note on any three of the following:

- 1) Ethics in Advertising
- 2) Advertising in Marketing Mix
- 3) Radio Advertising
- 4) Role of Celebrities in Advertising.
- 5) Digital Advertising.

15
