

**Q.P. Code :19957****[Time: 2:30 Hours]****[ Marks:75]**

Please check whether you have got the right question paper.

N.B: 1. All Questions are compulsory.

Q.1 A) Fill in the blanks with an appropriate answer : (Any 8)

08

- 1) Advertising cost is the maximum at ----- stage of product life cycle.
  - a) Growth
  - b) Maturity
  - c) Introduction
- 2) ----- are short phrases that give descriptive or persuasive information about the brand.
  - a) Slogan
  - b) Logo
  - c) Company Signature
- 3) E-choupal is a business initiative by-----
  - a) WIPRO
  - b) TATA
  - c) ITC
- 4) -----advertising aims at public welfare.
  - a) National
  - b) Public Service
  - c) Surrogate
- 5) ----- refers to the number of times an advertisement reaches the same person in a given period of time.
  - a) Reach
  - b) Scheduling
  - c) Frequency
- 6) Advertising is an important element of ----- mix.
  - a) People
  - b) Promotion
  - c) Product



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- 7) ASCI is a self-regulatory ----- organization.
  - a) Mandatory
  - b) Voluntary
  - c) International
- 8) ----- is the process of creating a unique identity of the product.
  - a) Branding
  - b) Selling
  - c) Positioning
- 9) -----appeal is the one that appeals to the sense of right or wrong.
  - a) Moral
  - b) Emotional
  - c) Rational
- 10) ----- is the paid content in the form of an advertisement.
  - a) Advertising
  - b) Publicity
  - c) Advertorial

B) State whether the following statements are true or false (Any 7)

07

- 1) Advertising is a personal form of information.
- 2) Media planning is a part of advertising.
- 3) A combination of media types is known as media mix.
- 4) Advertising and sales promotion are Synonymous.
- 5) The concept of USP (Unique Selling Proposition) was developed by Rooser Reeves.
- 6) Internet advertising has brought a revolutionary change in promotion of a product.
- 7) Rational appeal focuses on customer's emotions.
- 8) Slice of life has a problem-solution approach.
- 9) Pre-testing of advertising effectiveness helps to save cost.



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10) Below the line advertising refers to use of mass media for advertising.

- Q.2 A) Discuss the 5M's of advertising. 07
- B) Explain the importance of advertising to various parties. 08

OR

- P) Discuss the impact of advertisement on kids. 07
- Q) Explain the following concepts: 08  
Puffery, shock ads, surrogate advertising, weasel claim

- Q.3 A) Discuss the various types of ad agencies. 07
- B) What are the advantages of celebrity advertising? 08

OR

- P) Explain the importance of creativity in advertising. 07
- Q) What are the factors to be considered for maintaining a good client agency relationship. 08

- Q.4 A) What are the factors to be considered while preparing advertising budget ? 07
- B) Explain the objectives of evaluation of advertising effectiveness. 08

OR

- P) What are the recent trends in global advertising ? 07
- Q) How is ad campaign created? 08

- Q.5 A) Design a lay-out using various elements of a print ad for marketing of an event. 15

OR



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Write Short notes on (any 3 out of 5)

15

- a) Scope of advertising industry in India
- b) Rural Advertising
- c) Role of Advertising Accounts Executive
- d) Freelancing options in Advertising
- e) Surrogate advertising.