

Q.P. Code :19958

[Time: 2:30 Hours]

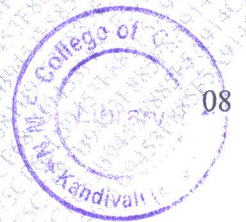
[ Marks:75]

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)

- 1) Advertising is derived from the Latin word-----
  - a) Advertere
  - b) Advertis
  - c) Advert
- 2) Comparative advertising refers to advertising ----- between competitors.
  - a) Bond
  - b) Agreement
  - c) War
- 3) Advertising creates a ----- effect among potential buyers.
  - a) Push
  - b) Pull
  - c) Multifaceted
- 4) Publicity is a ----- form of communication.
  - a) Personal
  - b) Non-personal
  - c) Informal
- 5) The advertising ----- refers to the approach used by the advertiser to attract the attention of customers.
  - a) Style
  - b) Appeal
  - c) Format
- 6) Advertising campaign plans are ----- in nature.
  - a) Short-term
  - b) Long-term
  - c) Medium-term



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- 7) ----- advertising looks at consumers as a heterogeneous group.
- Lifestyle
  - Rural
  - Ambush
- 8) The advertising ----- sets a limit on the advertising expenditure.
- Budget
  - Cost
  - Plan
- 9) The birth of an idea in the creative process is known as -----
- Verification
  - Digestion
  - Illumination
- 10) ----- test is based on the memory of the respondent.
- Inquiry
  - Recall
  - Reading.

B). State True or False (any 7)

07

- Shock advertising refers to use of tall claims in advertising.
- Public service advertising aims at public welfare.
- Profits for the company remain constant at different stages of PLC.
- Sales contests, rebates and coupons are a part of publicity activities.
- Personal selling is a form of person-to-person communication.
- The advertising copy refers to all the reading matter of an advertisement.
- Incubation in the creative process means refining the idea.
- Testimonials can be delivered only by known individuals or celebrities.
- Task objective method concentrates on the pre-determined marketing objectives.

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10) Percentage of sales method bases the decision on the ad expenditure of competitors.

- Q.2 A) Define advertising. Explain the features of advertising. 07  
B) Explain the social, cultural and economic impact of advertising. 08
- OR
- P) Explain the AIDA Model. 07  
Q) "Portrayal of women in advertising has undergone a drastic change". Discuss. 08
- Q.3 A) Explain the advertising planning process. 07  
B) Explain the structure of advertising agencies. 08
- OR
- P) Discuss the integration of advertising with other communication tools. 07  
Q) What are the factors to be considered for the selection of an ad agency. 08
- Q.4 A) Explain the elements of an advertisement copy. 07  
B) What are the various positioning strategies? 08
- OR
- P) What are the various execution Styles of advertisements ? 07  
Q) What is an advertising budget? Explain the features of an advertising budget . 08
- Q.5 A) Create a lay-out using various elements of a print ad for marketing airline services. 15

OR

Write Short Notes : (Any 3 out of 5)

- a) Digital advertising  
b) Career options in advertising  
c) Visual and verbal imaging  
d) Challenges in global advertising  
e) Types of Ad agencies.

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