

Time: 3 hrs.

Marks:100

- Note:**
1. All questions are compulsory.
  2. Figures to the right indicate full marks.

**Q.1 A Select the most appropriate answer from the options given below: (Any ten) (10)**

1. \_\_\_\_\_ is the most important benefit of advertising to consumers.
  - (i) Bonds
  - (ii) Maintains standard quality of brand
  - (iii) Commercials
  - (iv) All of the above
2. \_\_\_\_\_ system of agency compensation includes out of pocket expenses.
  - (i) Cost plus
  - (ii) Awareness
  - (iii) Profit
  - (iv) Selling price
3. Promotion of bio degradable packaging can be done through \_\_\_\_\_ advertising.
  - (i) green
  - (ii) political
  - (iii) economical
  - (iv) mechanical
4. Advertising helps the product to increase the value by creating \_\_\_\_\_.
  - (i) market
  - (ii) competition
  - (iii) consumers
  - (iv) brand
5. \_\_\_\_\_ department in an ad agency coordinates with advertisers.
  - (i) Media
  - (ii) Client service
  - (iii) Consumers
  - (iv) Visualiser
6. Pro bono advertising deals with \_\_\_\_\_ issues.
  - (i) physical
  - (ii) economical
  - (iii) social
  - (iv) logical
7. \_\_\_\_\_ concept links brand to finance.
  - (i) Brand equity
  - (ii) Accounts
  - (iii) Pitching
  - (iv) Brand popularity
8. \_\_\_\_\_ agency provides all advertising services under one roof.
  - (i) In depth service
  - (ii) Full service
  - (iii) Mega service
  - (iv) Trial service
9. \_\_\_\_\_ is the official advertising agency of Government of India.
  - (i) SEBI
  - (ii) RBI
  - (iii) DAVP
  - (iv) EXIM
10. \_\_\_\_\_ involves face – to – face communication between the firm's representative and the prospective buyer.
  - (i) Propoganda
  - (ii) Publicity
  - (iii) Personal selling
  - (iv) Primary selling
11. \_\_\_\_\_ is the encoder of ad message.
  - (i) Digital medium
  - (ii) Media
  - (iii) Advertiser
  - (iv) Market
12. False statistics is a form of \_\_\_\_\_ advertising.
  - (i) unethical
  - (ii) manual
  - (iii) secretive
  - (iv) corporate

**B State whether the following statements are true or false: (Any ten) (10)**

1. Advertising promotes ideas, goods and services.
2. Creative pitch is presented by the advertiser to select ad agency.
3. IMC is integration of all marketing tools, approaches and resources within a

company.

4. Publicity is paid form of personal presentation of advertising.
5. Account executives are from the client serving department of an ad agency.
6. Changing attitudes of customers cannot be an objective of advertising.
7. National advertising promotes branded products.
8. ASCI is sponsored by the government.
9. Brand loyalty is a consumer's commitment to repurchase or continue use of the particular brand.
10. Government authorities do not use advertising.
11. Self regulation laws provide guidelines for ethical conduct of advertising.
12. Ad agencies that create ads for only a particular industry are called as modular agencies.

**Q.2 Answer any two of the following: (15)**

- (A) Briefly explain the elements of IMC.
- (B) Discuss the importance of advertising from consumers' point of view.
- (C) Elaborate the classification of advertising with reference to media and geographic area.

**Q.3 Answer any two of the following: (15)**

- (A) State and explain different types of ad agencies.
- (B) Write a note on creative pitch.
- (C) What are the various career options available in the field of advertising?

**Q.4 Answer any two of the following: (15)**

- (A) Explain effect of advertising on consumer demand.
- (B) Discuss the positive and negative impact of advertising on Indian values and culture.
- (C) Write a note on ASCI.

**Q.5 Answer any two of the following: (15)**

- (A) Examine the role of advertising in building brand image.
- (B) Explain the features of rural advertising.
- (C) Describe the prominent trends in advertising related to media.

**Q.6 Write short notes on any four of the following: (20)**

- (A) Objectives of advertising
- (B) Criteria for selecting the right agency
- (C) Forms of unethical advertising
- (D) AIDA model
- (E) Communication process
- (F) Green advertising

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