

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Examination:

REGULAR

Q. 1 Analyse the case and answer the questions that follow : [10]

BrandSpark Advisors is a mid-sized manufacturing company planning to launch a new consumer product at the national level. To promote its brand effectively, the company decided to appoint an external advertising agency. While evaluating various agencies, BrandSpark considers factors such as agency experience, creative ability, media planning expertise, cost structure, past performance, and understanding of the target market. The management also evaluates the agency's reputation, size, availability of skilled professionals, and ability to meet deadlines. Selecting the right advertising agency is critical for ensuring effective communication, brand positioning, and return on advertising investment.

- (a) Why does BrandSpark Advisors require an advertising agency? [03]
- (b) State any two evaluation criteria considered while selecting an advertising agency. [03]
- (d) Explain the importance of media planning expertise in selecting an advertising agency. [04]

Q. 2 Attempt any ONE of the following: [10]

- (a) Discuss the process of Advertising communication.

OR

- (b) Describe the Hierarchy of Effects Model of advertising with advantages & disadvantages.

Q. 3 Attempt any ONE of the following: [10]

- (a) Explain Classification of Ad Media.

OR

- (b) Elaborate the different types of advertising agencies.

Q. 4 Attempt any ONE of the following: [10]

- (a) Explain the creative process in advertising.

OR

- (b) Explain various Persuasive language and styles used in Advertising.

Q. 5 Attempt any ONE of the following: [10]

- (a) Elaborate the role of the Ministry of Information and Broadcasting in advertising regulation.

OR

- (b) Define legal Framework of advertising and explain its importance.