



Time: 2½ hrs.

Marks:75

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

Q I. (A) Fill in the blanks with the appropriate answer from the alternatives given below. (08)
(Any Eight)

- 1 Consumer advertising is _____. (informative, misleading, visionary)
- 2 _____ means arrangement of elements of an advertisement. (Layout, Slogan, Illustration)
- 3 At _____ stage the product is out from the market. (introductory, growth, withdrawal, maturity)
- 4 _____ is the process by which marketer tries to create an image in the minds of the target audience. (Positioning, Market analysis, Brand building)
- 5 Ads having similar theme are called _____. (campaign, strategy, appeal)
- 6 Advertising is an important element of _____ mix. (people, promotion, product)
- 7 Advertising is a _____ form of communication. (paid, free, direct)
- 8 _____ refers to main advertising message communicated to readers. (Body copy, Headline, Sub headline)
- 9 Shock ads are _____. (factual, controversial, informative, passive)
- 10 Selecting the proper _____ vehicle for communicating the message goes a long way in the success of any kind of advertising. (media, channel, visual)

(B) State whether the following statements are true or false. (Any Seven) (07)

- 1 During maturity stage the product demand falls in the market.
- 2 In AIDA, A stands for abstract.
- 3 Radio advertising is having audio- visual appeal.
- 4 A good copy should be elaborate.
- 5 Personal selling is a form of person – to – person communication.
- 6 Profits for the company remains constant at different stages of PLC.
- 7 Post testing of advertisement is done after launch of advertisement.
- 8 Viral marketing is a form of outdoor advertising.
- 9 During growth stage the product is well settled in the market.
- 10 Consumer jury test is a pre test method to test the effectiveness of an advertisement.

Q II. (A) Bring out different types of advertising. (08)

(B) List down and explain various types of advertising appeal. (07)

OR

(C) Define advertising and discuss its important to business firms, consumers and society. (15)

Q III. (A) Narrate the challenges of global advertising. (08)

(B) Explain the pre test methods of testing effectiveness of advertisement. (07)

OR

(C) Elaborate at length the essentials of a good headline. (08)

(D) Distinguish between public service advertising and product advertising. (07)

Q IV. (A) Discuss the structure of ad agency. (08)

(B) What are the selection criteria for ad agency? (07)

OR

- (C) Highlight the various elements of an advertisement and create a layout showing different elements to promote hair oil as a product. (15)

- Q V. (A) Describe different methods of advertisement budgeting. (08)
(B) State and explain various careers in advertising. (07)

OR

- (C) Write short notes on :- (Any Three) (15)

- 1 AIDA model
- 2 OOH advertising
- 3 5 Ms of advertising
- 4 Brand positioning strategies
- 5 Retail advertising

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