SYBCom/SEM III/ADVT

Time: 31	hrs.	(a.)	
Note:		rks:100	
	1. All questions are compulsory with internal options.	The same of the state of the st	
· - ·	 Figures to the right indicate full marks. Draw neat diagram-wherever necessary: 		
	3. Draw neat diagram wherever necessary.		
Q. 1 (A)			
(A) (1)	and the blanks with appropriate word from the given options: (Any 10)	(10)	
(1)	is not an element of Integrated Marketing Communication.	, ,	
	a) miernei b) Events & Sponsorchina		
(2)	c) Physical Distribution d) Sales Promotion		
(-)	a) Artworks a) Artworks a) Artworks b) Traffic	Super of Conn.	
	O' G I I	180	
(3)	c) Client Servicing d) Accounts	S Library S	
()	advertising is deceptive. a) Product b) Institutionalc) Local d) Surrogate	Library S	
(4)	a) Product b) Institutionalc) Local d) Surrogate ASCI was set up in	Tan Sugal (F)	
	a) 1985 b) 1947 c) 1925 d) 1986	Library of Randivality	
(5)	refers to incremental value of the brand.		
	a) Brand Image b) Brand Equity	Challes a secure	
2.2	c) Brand Loyalty d) Brand Name		
(6)	Under brand crisis event centres around a particular brand		
(=)	a) Negative b) Positive c) Neutral d) None of these The goal of ASCI is to enhance confidence in advertising.		
(7)	The goal of ASCI is to enhance confidence in advertising.		
(0)	a) Retailers b) Public c) Advertisers d) Ad Agencies		
(8)	involves face-to-face communication between the firm's represer	itative and	
	the prospective buyer.	THE RESERVE	
	a) Public Relations b) Events & Sponsorship		
(9)	c) Personal Selling d) Publicity Brand refers to cyctomer's shility to recell and recognized to the least of	11.00	
(2)	Brand refers to customer's ability to recall and recognize the brand unde conditions.	r different	
	a) Awareness b) Loyalty c) Fatigue d) Personality		
(10)	is a nodal agency of Government of India for advertising.		
(20)	a) DAVP b) AAAI c) ASCI d) SEBI		
(11)	concept links brand to finance.		
	a) Brand Image b) Brand Equity	ر فل منها . ا	
	c) Brand Extension d) Brand Name		
(12)	advertising is not deceptive.	The series	
	a) Pro-bono b) Political c) Product d) Local		
(B) S	State whether the following statements are true or false: (Any 10)	(10)	
44			
	Sign Boards are the oldest form of Advertising.	ž. dat	
	Account Executives handle finances of an advertising agency.		
	Social media has made advertising execution interactive.		
	ASCI is sponsored by the government.		
	ad agencies that create ads for only a particular industry are called as modular agencies	cies.	
(6) N	lational advertising promotes branded products.		

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	(7)	and the company anventsing green fuel for sinnorting anvironmental transfer	ean he
	(8)	daried advocacy advertisement.	
1	100	advertising is also known as ream advertising.	4
	(9)		
	(10	and a government of the state o	
	- (11	Advertisements having direct comparison with a competitors products are unethical	of Table
	(12)	Advertising has a direct effect on production costs.	PIN MELLY
Q.	2	Answer the following (Any Two)	(15)
	(a)	Define Advertising. Explain the features of advertising in detail.	(15)
	(b)	Explain the elements of Integrated Marketing Communication	
	(c)	Explain the classification of Advertising on the basis of functions and media.	
Q.	3	Answer the following (Any Two)	(15)
	(a)	What are the factors to be considered in selecting an advertising agency?	(15)
	(b)	Explain the features of advertising agency.	-
	(c)	Discuss the various skills required to develop career in advertising.	
	. ,	sales skins required to develop career in advertising.	
Q. 4		Answer the following (Any Two)	(15)
	(a)	Explain the forms of untruthful / unethical advertising.	(13)
	(b)	Explain the role of Advertising Standards Council of India (ASCI).	
	(c)	Explain the economic impact of advertising.	
Q.5		Answer the following (Any Two)	(15)
	(a)	Discuss the elements of AIDA model.	(15)
	(b)	Explain the factors influencing brand equity.	
	(c)	Discuss the features of rural advertising.	
	and Joseph		
Q.6		Write short notes on: (Any Four)	(20)
	(a)	Benefits of advertising to Business Firms	(20)
	(b)	Pro bono / Social Advertising	
	(c)	Political Advertising	
199	(d)	Creative Pitch	
	(e)	Green Marketing	
	(f)	Reasons of client turnover in an advertising agency	

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