

SYBMS/SEM III/EXT/ADVT6

Time: 2½ hrs.

Marks:75

Note:

1. All questions are compulsory with internal options.
2. Figures to the right indicate full marks.
3. Draw a neat diagram wherever necessary.

Q. 1 (A) Fill in the blanks with the correct answer from the alternatives given below. (Attempt any 8) (08)

- (1) _____ is an arrangement of various elements of an advertisement copy.
(Layout, Slogan, Headline, Illustration)
- (2) _____ involves direct communication between the firm's representative and the customer.
(Publicity, Personal selling, Advertising, Sponsorship)
- (3) At _____ stage of PLC, the demand for the product starts increasing in the market.
(introduction, growth, maturity, decline)
- (4) _____ includes distributing samples, coupons, contests and point of purchase displays.
(Sales promotion, Publicity, Public relation, Sponsorship)
- (5) _____ method is used to test the effectiveness of audio-visual advertisement.
(Theatre type advertisement, Portfolio test, Order of merit, Consumer jury)
- (6) The word advertising comes from the Latin word _____.
(Advertura, Adventus, Adventa, Advertere)
- (7) Advertising without _____ will be like a body without a soul.
(advertiser, creativity, agency, noise)
- (8) _____ are musical messages written around the brand.
(Slogans, Taglines, Illustrations, Jingles)
- (9) _____ provides only creative services to the client.
(Full service agency, Creative boutique, Specialist agency, Mega agency)
- (10) _____ is a crucial step in the hierarchy effects model.
(Planning, Organizing, Awareness, Posting)

(B) State whether the following statements are true or false. (Attempt any 7) (07)

- (1) Advertising and sales promotion are synonymous.
- (2) Modular advertising agency provides a range of services specifically related to creative work.
- (3) Advertising budget sets a limitation of advertising expenditures.
- (4) Advertising Standards Council of India ensures truthfulness in ads.
- (5) Advertising is non-personal in nature.
- (6) Bengal Gazette is the first newspaper in India.
- (7) Detailed information about the product is given in television advertising.
- (8) Recall test is based on the memory of the respondent.
- (9) Advertising campaign plans are short term in nature.
- (10) Advertising is an important element of communication mix.



- Q.2 (A) Define advertising and discuss its features. (07)
(B) Elaborate on the advantages of advertising to consumers. (08)
OR
Q.2 (C) Discuss in detail the various types of advertising. (15)
Q.3 (A) What are the factors to be considered for the selection of an advertising agency? (07)
(B) Write a note on agency compensation methods. (08)
OR
Q.3 (C) Explain advertising planning process and strategy. (07)
(D) Elaborate on the role of advertising in marketing mix. (08)
Q.4 (A) Discuss various types of advertising appeals. (07)
(B) Elaborate on the importance of creativity in advertising. (08)
OR
Q.4 (C) Explain the copywriting for outdoor advertising. (07)
(D) Describe the role of different elements of advertisements. (08)
Q.5 (A) Write a note on careers in advertising in detail. (07)
(B) Elaborate on the factors to be considered in determining the advertising budget. (08)
OR
Q.5 Write short notes on (Attempt any 3) (15)
(1) Role of Advertising in PLC
(2) Unique Selling Proposition
(3) Digital advertising
(4) Ambush advertising
(5) AIDA model

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