

**FYBAMMC/SEM II/REGULAR/INTRODUCTION TO ADVERTISING**

**Marks:75**

**Time: 2½ hrs.**

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

- Q.1 Explain the following concepts. (Any five) (15)**
- (a) Slogan
  - (b) Body copy
  - (c) Posters
  - (d) Transit advertising
  - (e) Weasel Claim
  - (f) Big Idea
  - (g) Publicity
  - (h) Creativity
- Q.2 Answer the following questions. (15)**
- (a) Define Advertising. Explain the importance of advertising.
  - (b) Describe different departments in an advertising agency.
- OR**
- Q.2 Answer the following questions. (15)**
- (a) Distinguish between Public Relations and Advertising.
  - (b) Define ad appeal. What are the various types of ad appeal?
- Q.3 Answer the following questions. (15)**
- (a) Describe IMC planning process.
  - (b) Explain the evolution of advertising.
- OR**
- Q.3 Answer the following questions. (15)**
- (a) Briefly explain any five categories of advertising.
  - (b) Explain different types of ad copy.
- Q.4 Answer the following questions. (15)**
- (a) Explain the various tools for Integrated Marketing Communication (IMC).
- OR**
- Q.4 Answer the following questions. (15)**
- (a) Write an article on 'Pop culture & Advertising'.
- Q.5 Write a short note. (Any three) (15)**
- (a) Sales Promotion
  - (b) Film advertising
  - (c) Doordarshan Code
  - (d) 5 M's of advertising
  - (e) Positioning strategy

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