

**SYB.Com/SEM- III/ADVERTISING-I/**

**Time: 3 hrs.**

**Marks:100**

- 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 (A) Fill in the blanks with appropriate word from the given options: (Any 10) (10)**

- (1) Series of messages that divide a single idea and theme which make up an integrated marketing communication is known as \_\_\_\_\_.  
a) advertising                      b) communication  
c) advertising campaign      d) product placement
- (2) Compensation to a salesperson, agency, etc., as a percent of their sales, is known as \_\_\_\_\_.  
a) replication              b) implication              c) commission              d) expansion
- (3) The AIDA formula was popularized by \_\_\_\_\_.  
a) E. K. Strong      b) William Stanton      c) Peter Drucker      d) Johannes Gutenberg
- (4) \_\_\_\_\_ refers to the value and strength of the brand that indicates its worth.  
a) Brand image      b) Brand equity      c) Brand loyalty      d) Brand personality
- (5) \_\_\_\_\_ refers to closing account with existing agency and switch to another agency.  
a) Creative Pitch      b) Client Turnover      c) Accreditation      d) Copy writing
- (6) \_\_\_\_\_ means offering monetary support in return for agreed benefits.  
a) Direct Marketing      b) Publicity      c) Personal selling      d) Sponsorships
- (7) Corporate image advertising is also known as \_\_\_\_\_ advertising.  
a) political      b) retail      c) green              d) institutional
- (8) \_\_\_\_\_ is the recipient of advertising message.  
a) Advertiser              b) Target audience      c) Media              d) Ad agency
- (9) The alphabet first 'A' in AIDA process stands for \_\_\_\_\_.  
a) Attention              b) Action              c) Advice              d) Achievement
- (10) The main aim of ASCI is to maintain and enhance the confidence of \_\_\_\_\_ in advertising.  
a) public              b) media              c) government              d) shareholders
- (11) Misuse of Testimonial is a form of \_\_\_\_\_ advertising.  
a) untruthful              b) truthful              c) moral              d) ethical
- (12) \_\_\_\_\_ act as liaison between the client and the agency.  
a) Copywriter              b) Account executives      c) Media Planner              d) Visualiser

**---P.T.O---**

**(B) State whether the following statements are true or false: (Any 10) (10)**

- (1) The only function of package is to protect the quality of the product
- (2) Personal selling is an individual communication.
- (3) Sales promotions are long term incentives to promote the sale of the product in the market.
- (4) Target audience has control over the advertising process.
- (5) National advertising promotes branded products.
- (6) Rural advertising has improved consumer demand and standard of living in India.
- (7) Modular agency offers services on a piecemeal basis.
- (8) Account executives are from the client servicing department of an ad agency.
- (9) Advertising can lead to economies of large scale.
- (10) A full-service agency is owned and operated by the advertiser.
- (11) Advertisements having direct comparison with a competitor's products are unethical
- (12) The advertiser decodes the advertising message.

**Q.2 Answer the following (Any Two) (15)**

- (a) Discuss the various active participants involved in advertising.
- (b) What is IMC (Integrated Marketing Communication)? Explain the elements of IMC.
- (c) Define advertising and explain its features.

**Q.3 Answer the following (Any Two) (15)**

- (a) Discuss the steps involved in preparing and presenting creative pitch.
- (b) Explain the types of advertising agencies.
- (c) Determine the various factors affecting agency selection.

**Q.4 Answer the following (Any Two) (15)**

- (a) Write a note on DAVP (Directorate of Audio-Visual Publicity).
- (b) Explain the economic impact of advertising on consumer demand.
- (c) Discuss the positive and negative influence of advertising.

**Q.5 Answer the following (Any Two) (15)**

- (a) Explain the communication process in advertising.
- (b) Elaborate on various elements of AIDA model.
- (c) Discuss the features of green of advertising.

**Q.6 Write short notes on: (Any Four) (20)**

- (a) Agency client-relationship
- (b) Unethical forms of advertising
- (c) Brand equity
- (d) Skills required for a career in the field of advertising
- (e) Classification of advertising based on target audience
- (f) Social Advertising

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