

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) The word advertising comes from the Latin word _____.
(Advertura, Adventus, Adventa, Advertere)
- (2) _____ is the picture image or any graphical presentation used in an ad.
(Illustration, Slogan, Body copy, Jingle)
- (3) _____ is a crucial step in the hierarchy effects model.
(Planning, Organizing, Awareness, Posting)
- (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 method)
- (6) _____ provides all advertising services under one roof.
(Full-service agency, Creative boutique, Specialist agency, Mega agency)
- (7) Advertising without _____ will be like a body without a soul.
(advertiser, creativity, agency, noise)
- (8) ASCI was set up in _____.
(1985, 1949, 1958, 1996)
- (9) _____ are musical messages written around the brand.
(Slogans, Taglines, Illustration Jingles)
- (10) _____ is the ASCI's main objectives.
(To maximize profits for advertising agencies, To ensure that advertisements are truthful, honest, and not misleading, To promote aggressive marketing techniques, To encourage false claims in advertising)

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

- (1) Advertising and publicity are synonymous.
- (2) Creative boutique provides services specifically related to creative work.
- (3) Advertising budget sets a limitation to advertising expenditures.
- (4) The concept of positioning was introduced by Jack trout and Al Ries.
- (5) USP establishes similarities with the competitive brands.
- (6) Bengal Gazette is the first newspaper in India.
- (7) Detailed information about the product is given in transit advertising.
- (8) Recall test is based on the memory of the respondent.
- (9) Advertising campaign plans are long term in nature.
- (10) Advertising is an important element of communication mix.

- Q.2 (A)** Elaborate the AIDA model of advertising. (07)
(B) Discuss the various types of advertising. (08)

OR

- Q.2 (C)** Explain in detail advantages of advertising to customers and organizations. (15)

- Q.3 (A)** Elaborate on the roles of advertising agencies. (07)
(B) Explain the various elements of promotion mix. (08)

OR

- Q.3 (C)** What is an advertising plan? Explain the advertising planning process and strategy in detail. (15)

- Q.4 (A)** Explain in detail Positioning Strategies. (07)
(B) What is Creativity? Elaborate on the importance of creativity in Advertising. (08)

OR

- Q.4 (C)** Describe in detail Unique Selling Proposition. (07)
(D) Enlist and explain the various types of advertising appeals. (08)

- Q.5 (A)** Explain the factors to be considered in determining the advertising budget. (07)
(B) Elaborate the types of digital advertising. (08)

OR

- Q.5 (C) Write short notes on (Attempt any 3)** (15)
(1) Role of advertising in PLC
(2) Trends in global advertising
(3) Types of advertising copy
(4) Corporate Social Responsibility
(5) Five M's of advertising

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