

FYBAMMC/SEM II/ATKT/INTRO TO ADVERTISING

Time: 2½ hrs

Marks:75

- 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 Marks

1. Hoarding
2. Publicity
3. Creativity
4. Storyboard
5. Copy
6. Website
7. Advertorials
8. Unethical advertising

Q.2. Answer the following. (Any two)

15 Marks

- A. What are the features of advertising?
- B. Highlight the importance of newspaper advertising.
- C. Explain creative strategy development steps.
- D. Discuss the types of advertising agencies.

Q.3. Answer the following. (Any two)

15 Marks

- A. Explain IMC tools and importance.
- B. Explain the advantages and disadvantages of magazine advertising
- C. What are the various departments in an agency?
- D. What is meant by the term 5 Ms of advertising?

Q.4. Answer the following. (Any one)

15 Marks

- A. What is the difference between public relations and advertising?

OR

- B. Create a newspaper advertisement for promoting 'prevention techniques from Corona virus'

Q.5. Write short notes on. (Any three)

15 Marks

- a) 5 Ms of advertising
- b) Puffery
- c) Email advertising
- d) AIDA
- e) Rural advertising