

SYBCOM/SEM III/ADVERTISING

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 options and rewrite the statement. (Any 10) (10)

1. _____ agency offers services on a piecemeal basis.
(In – house, Creative boutique, Modular, Mega)
2. Brand _____ refers to customers' ability to recall and recognize the brand under different conditions.
(awareness, loyalty, fatigue, personality)
3. Promotion of bio-degradable packaging can be done through _____ advertising.
(product, institutional, rural, green)
4. _____ is a famous global advertising agency.
(McCann, B.Dattaram, Royal, Unilever)
5. _____ department in an ad agency coordinates with advertisers.
(Media, Client service, Traffic, Accounts)
6. IMC includes _____.
(Advertising, Manufacturing, Human Resources, CSR)
7. _____ is a paid form of promotion.
(Advertising, Branding, Publicity, Free samples)
8. _____ is aggressive in nature.
(Advocacy advertising, Political advertising, Target audience, Commercial advertising)
9. Awareness on Pulse Polio is an example of _____ advertising.
(Social, Political, Green, Institutional)
10. Advertising helps a brand in crisis by using _____.
(celebrity, government, competitor, none of these)
11. _____ involves face-to-face communication between the firm's representatives and the prospective buyers.
(Personal Selling, Publicity, Sponsorships, Advertising)
12. _____ form of advertising appeared in the pre-printing period.
(Digital Marketing, Town Cries, Newspaper, Social Media)

Q1 B State whether the following statements are True or False (Any 10) (10)

1. Integrated Marketing Communication is an integration of all marketing tools, approaches, and resources within a company.
2. In advocacy advertising, an issue or cause is central to the advertising message.
3. Advertising has only a negative impact on society.
4. Interactive advertising agencies specialize in social media campaigns on Twitter and youtube.
5. Self-regulation laws provide guidelines for the ethical conduct of advertising.

6. Brand loyalty is a consumer's commitment to repurchase or continue the use of a particular brand.
7. Government authorities do not use advertising.
8. In 1905, B. Dattaram 1st ad agency in India was started in Mumbai
9. Indian rural market is diverse in nature.
10. Ad agencies that create ads for only a particular industry are called as modular agencies.
11. Creative advertising boutiques limit the amount and kind of service they offer.
12. Sponsorship refers to not spending money but promoting the goods.

Q2 Answer the following (Any Two)

(15)

- A) Explain various elements of IMC.
- B) Discuss the features of Advertising.
- C) What are the benefits of advertising to business firms?

Q3 Answer the following (Any Two)

(15)

- A) Elaborate on the features of an advertising agency.
- B) Write a note on the creative pitch.
- C) Determine the reasons for client turnover in advertising agencies.

Q4 Answer the following (Any Two)

(15)

- A) Explain the forms of unethical issues in advertising.
- B) Write a note on Social advertising.
- C) Explain the role of ASCI in Advertising.

Q5 Answer the following (Any Two)

(15)

- A) With suitable diagram explain the communication process.
- B) Write a note on Rural Advertising.
- C) Briefly elaborate on the AIDA Model

Q6 Write Short notes (Any Four)

(20)

- A) Classification of Advertising on the basis of Geographical area.
- B) Five types of advertising agencies
- C) Factors to be considered while selecting an Advertising Agency.
- D) Importance of truth in advertising
- E) Factors influencing brand equity
- F) Green Advertising