

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.

Q1 A Fill in the blanks with appropriate word from the alternatives given below: (Any 10) (10)

1. _____ is not a part of advertising.
a) Propaganda b) Commercials c) Posters d) None of these
2. _____ is a paid form of marketing.
a) Advertising b) Publicity c) Interaction d) Friendly advise
3. Advertising on trains is called as _____.
a) transit advertising b) political advertising
c) green advertising d) surrogate advertising
4. Promotion of bio-degradable packaging can be done through _____ advertising.
a) green b) institutional c) rural d) product
5. _____ is the most modern type of agency.
a) Mega agency b) Creative boutique c) Space broker d) In house
6. _____ is an example of digital media.
a) Social Media b) Radio c) Television d) Magazine
7. "Do Boon Zindagi Ke" is an example of _____ advertising.
a) Social b) Institutional c) Green d) Competitive
8. ASCI stands for _____.
a) Advertising Standards Council of India
b) Association of State Council of India
c) Amendment Skill Centre of India
d) Administration Seminar Council of India
9. _____ agency provides all advertising services under one roof.
a) Full service b) Mega c) Creative d) In house
10. _____ is used to remind consumers about an established brand's uses, characteristics and benefits.
a) Reminder advertising b) Green advertising
c) Rural advertising d) Advocacy advertising
11. Advertising helps to _____ goods and services.
a) promote b) distribute c) gather d) collect
12. Advertising helps a brand in crisis by using _____.
a) celebrity b) government
c) competitor d) supplier

- Q1 B State whether following statements are True or False (Any 10) (10)**
1. Integrated Marketing Communication is integration of all marketing tools, approaches and resources within a company.
 2. International advertisements are globally broadcasted.
 3. Self regulation laws provide guidelines for ethical conduct of advertising.
 4. IMC includes sponsorships.
 5. Advertising helps company to gain corporate image.
 6. National advertising promotes branded products.
 7. AIDA stands for Attention Innovative Development Action.
 8. Changing attitudes of customers cannot be an objective of advertising.
 9. Government authorities do not use advertising.
 10. Advertising is applicable only to products.
 11. Advertising has only negative impact on society.
 12. Advertising is a form of person to person communication.
- Q2 Explain the concepts: (Any 03) (15)**
1. Advertising
 2. IMC
 3. Features of advertising
 4. Green advertising
 5. AIDA Model
 6. Importance of advertising from consumer's point of view
 7. Transit advertising
- Q3 Answer the following questions: (Any 02) (15)**
- A) Write a short note on Social advertising.
 - B) Describe the importance of advertising from company's point of view.
 - C) Explain the elements of IMC.
- Q3 Answer the following questions: (Any 02) (15)**
- A) Explain the concept of "Digital Marketing".
 - B) Describe the recent trends in advertising.
 - C) Explain different types of ad agencies.
- Q4 Answer the following questions: (Any 02) (15)**
- A) Write a note on Rural advertising.
 - B) Briefly explain the reasons for ad agency loosing on clients.
 - C) Discuss different elements of advertising communications.
- Q5 Write short notes on: (Any 04) (20)**
- A) Careers in advertising
 - B) Criteria for selecting right agency
 - C) Forms of unethical advertising
 - D) Advertising as an element of promotion mix
 - E) Positive impact of advertising on Indian values and culture.
 - F) ASCI
-