

SYBCOM/SEM IV/ADVERTISING/REG

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. Zipping and zapping are associated with _____ advertising.
a) Television b) Magazine c) Outdoor d) Newspaper
2. _____ advertising allows consumers to understand ads and refer to them at leisure.
a) Print b) Film c) Television d) Radio
3. _____ form of outdoor advertising induces action at the stores.
a) Transit b) Target Market c) Point of Purchase d) Sandwichman
4. The first step of DAGMAR is _____.
a) Promotion b) Awareness c) Feedback d) Results
5. The all-you-can-afford method of deciding the ad budget is best for _____.
a) TCS b) Pitambari group company c) Parle G d) Reliance Group
6. _____appeals contain basic facts about the product so as to justify why audience should buy that specific brands.
a) Emotional b) Rational c) Logical d) Financial
7. _____ is a musical instrumental advertisement.
a) Jingle b) Logo c) Taglines d) Headlines
8. _____ is a specific characteristic that makes a product stand out from its competitors.
a) Visualisation b) Buying motives c) Advertising Appeal d) USP
9. _____means number of times the target audience is exposed to the message within a specific period.
a) Slogan b) Frequency c) Reach d) GRP
10. _____ refers to the process of selecting media mix for advertising the product.
a) Media Buying b) Media Scheduling c) Media Planning d) Media Selling
11. "I am Loving it" is a slogan of _____.
a) Miranda b) Burger King c) Thums Up d) McDonald's
12. Advertisement on Facebook is an example of _____.
a) Digital Advertising b) Outdoor Advertising
c) Newspaper Advertising d) Television Advertising

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

1. Institutional copy highlights the products manufactured by the company.
2. Magazines as a medium allow more selectivity of target market.
3. Buying Coca Cola is a low involvement brand purchase.
4. Media planning process involves strategy and is a lengthy process.
5. Incubation is a technique of Visualisation.
6. Storyboards are used in creating an advertisement for youtube.
7. Interstitial ads are found on internet.
8. Advertising campaign makes use of single theme for marketing communications.
9. Appeal means a command to the target audience to buy the product.
10. Tagline of Nike is "Just Do It".
11. Clients follow a uniform approach for setting ad budgets on various media.
12. The ultimate objective of all advertising is to sell the brand.

Q2 Answer the following (Any Two) (15)

A) Describe the following forms of outdoor advertising.

- a) Posters
- b) Billboards
- c) Neon Signs
- d) Point of Purchase

B) Write a note on Television Advertising.

C) Explain the importance of Digital Media.

Q3 Answer the following (Any Two) (15)

A) Elaborate the "DAGMAR Model" in detail.

B) What are the different styles of Media Scheduling Strategies?

C) Explain the process of Media Planning.

Q4 Answer the following (Any Two) (15)

A) Discuss various buying motives of customers.

B) Write a note on Creative Brief.

C) Distinguish between High Involvement Product (HIP) and Low Involvement Product (LIP)

based on following points:

- a) Meaning
- b) Target customers
- c) Frequency of advertising

- d) Frequency of purchase decisions
- e) Status to users
- f) Time and efforts
- g) Examples

Q5 Answer the following (Any Two)

(15)

- A) Explain different types of AD Copy
- B) Describe following pre-testing methods of advertising:
 - a) Checklist Method
 - b) Questionnaire Method
 - c) Sales area Test
 - d) Opinion Test
- C) Elucidate the usage of Jingles in Advertising.

Q6 Write Short notes (Any Four)

(20)

- A) Media Research
- B) Task Method of Ad Budget
- C) Types of Endrosers
- D) Importance of copywriting
- E) Factors influencing Media Selection
- F) Significance of Newspaper Advertising

---X---