

SUB : Advertising

3

Time 3 hours

Marks 100

1) All Questions are compulsory 2) Figures to the right indicate marks

Q1.A. Choose the correct alternative (any 10)

10

1. _____ is a person who decides the colour and design in an advertisement.
a. Copywriter b. Visualizer c. Accountant d. Media Executive
2. IMC includes _____.
a. Price b. Brand Logo y c. Audience d. Direct marketing
3. Mutual Funds undertake _____ advertising.
a. Economic b. Financial c. Social d. Cultural
4. Corporate advertising is also called _____.
a. Primary b. Advocacy c. Institutional d. Trade
5. Traffic department in an advertising agency _____ the advertising production
a. Controls b. Audits c. Coordinates d. Starts
6. _____ invented the commercially viable television.
a. Galileo b. John Baird c. Ramanujam. d. Peter Drucker
7. ASCI works to improve _____ trust in advertising
a. Product b. Advertisers c. Peoples d. Image
8. _____ is the receiver of advertising messages
a. Ad agency b. Audience c. Advertiser d. Government
9. _____ advertising helps to get an immediate response from buyers.
a. Direct action b. Indirect action c. Selective d. Publicity
10. "Daag Acche hain" is a campaign for advertising _____ detergent.
a. Tide b. Ghadi c. Surf Excel d. Sunlight
11. _____ is an element of marketing mix
a. Price b. Audience c. Agency d. Government
12. _____ is the most modern type of advertising agency.
a. Specialist b. In-house c. Mega d. Space Broker

Q1. B State whether the following are true or false

(Any 10)

10

1. When Tea Board of India advertises, it creates primary demand for Tea.
2. ASCI is sponsored by the Government.
3. Advertising does not affect culture.
4. Financial advertising is done for products.
5. Banner advertising has a long life.
6. Surrogate advertising is a form of truthful advertising.
7. "Save the Tiger" campaign is a form of green advertising.
8. Advertising is a paid form of personal presentation.
9. Magazine advertising is part of digital advertising.

- 10. Rural advertising uses radio as a medium.
- 11. Some advertising agencies have become global in recent years.
- 12. Advertiser can be a company or a firm.

Q2. Answer any two from the following 15

A) Explain functions of advertising.

B) Discuss features of integrated marketing communication.

C) Explain classification of advertising on the basis of audience and area.

Q3. Answer any two from the following 15

A) Write a note on types of advertising agencies.

B) "Career options in advertising are changing in modern times." Discuss.

C) Explain how to maintain the client agency relationship

Q4. Answer any two from the following 15

A) "Advertising creates monopolies." Comment.

B) Briefly discuss any 6 types of untruthful advertising, with examples.

C) Does advertising have a positive impact on society, explain.

Q5. Answer any two from the following 15

A) Discuss advertising and the communication process

B) Explain Green advertising

C) Write a note on trends in Media

Q6. Write short notes on (any four) 20

A) Creative Pitch B) AIDA formula

C) Political advertising D) Advertising & Culture

E) Active participants in advertising F) Interactive agencies