

Advtg

114

Time 3 hours

Advtg

Marks 100

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

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

10

1. Local advertising is generally done by
  - a. Manufacturers
  - b. Government
  - c. Retailers
  - d. NGOs
2. \_\_\_\_\_ is the first newspaper in India
  - a. Bengal Gazette
  - b. The Times of India
  - c. Indian Express
  - d. The Hindu
3. Advertising has been derived from the Latin word
  - a. communis
  - b. mercure
  - c. advertere
  - d. strategos
4. \_\_\_\_\_ agency is formed for advertising art work.
  - a. Specialist
  - b. In-house
  - c. Creative
  - d. Interactive
5. Media of radio is \_\_\_\_\_
  - a. audio
  - b. visual
  - c. audio-visual
  - d. print
6. Salesmanship in print is called \_\_\_\_\_
  - a. publicity
  - b. promotion
  - c. advertising
  - d. marketing
7. An example of a form of online advertising \_\_\_\_\_
  - a. Pop up ads
  - b. magazine ads
  - c. newspaper ads
  - d. print ads
8. Reasons for losing client may include \_\_\_\_\_
  - a. good trust
  - b. wrong decisions
  - c. good talent
  - d. superb treatment
9. Mega agency is an agency which is \_\_\_\_\_
  - a. small
  - b. partial
  - c. large
  - d. tiny
10. Which is a global advertising agency
  - a. Mudra
  - b. Bright
  - c. Cinevista
  - d. Ogilvy & Mather
11. \_\_\_\_\_ is the official advertising agency of the Government of India.
  - a. SEBI
  - b. DAVP
  - c. AAAI
  - d. TRP
12. \_\_\_\_\_ is a social networking site specially for business firms and professionals
  - a. LinkedIn
  - b. Facebook
  - c. Twitter
  - d. Snapchat

Q1. B State whether the following are true or false (any 10) 10

1. Advertising on TV is one of the oldest forms of advertising.
2. IMC is continuous activity.
3. Reminder advertising is done by HUL for Surf detergent.
4. Aerial advertising includes balloons.
5. Advertising reduces brand image of a firm.
6. All advertising agencies provide full services to the clients.
7. Audience refers to listeners, readers, or viewers.
8. Advertising can lead to economies of large scale.
9. Political advertising is called pro bono advertising
10. Communication process requires 2 elements- the source and the receiver
11. Marketers need not focus on brand image
12. Advertising does not require creativity.

Q2. Answer any two from the following 15

- A) Explain evolution of advertising.
- B) Discuss any 6 elements of integrated marketing communication
- C) Classify advertisements based on the basis of media and area

Q3. Answer any two from the following 15

- A) Write a note on client turnover
- B) Explain types of ad agencies
- C) Give any 5 career options in the field of advertising

Q4. Answer any two from the following 15

- A) "Advertising affects consumer demand." Discuss
- B) Write a note on untruthful advertising
- C) Explain Pro Bono advertising

Q4. Answer any two from the following 15

- A) Explain Communication Process in advertising
- B) Write a note on rural advertising
- C) Discuss current trends in Media

Q5. Write short notes on: (any 4) 20

1. Active participants in advertising
2. In House advertising agency
3. Creative Pitch
4. Role of ASCI
5. Green advertising
6. AIDA Model