

F.Y. BAMMC - Sem II - A.T.K.T. Exam - Sept '22

06/09/22

Time : 2 ½ Hours
(All questions)

F.Y. BMM
SEMESTER II
Introduction to Advertising

Marks : 75 marks



1a. Case Study. (15 Marks)

Amul Ice Cream. Vs Hindustan Unilever Limited (HUL) - Amul's Ice Creams have started Frozen Desserts claiming Amul uses 'Real Milk whereas the later HUL also has frozen desserts using vegetable oil.

Explain the above case study by explaining the defense which Amul would use to fight the case
Which council of India decides the legal provision
What kind of advertising is this? Explain in details the type of advertising

2a. Answer any two (7.5 marks each)

- What is the role of a Logo in advertising? Difference between slogan and tagline
- Who pays for advertising? Explain the criticism
- "We could make you look almost like a celebrity". Name and explain the type of advertising in details
- "Don't drink and Drive" Name and explain the advertising in details

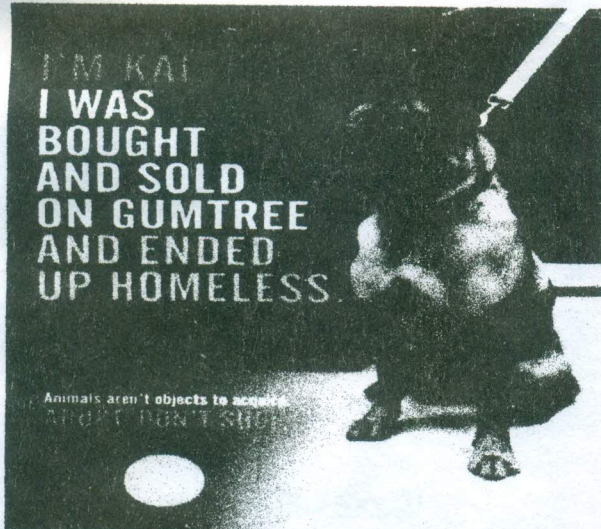
3a. Answer any two (15 marks each)

Functions of advertising. Explain - advertising tends to develop monopolies?
Who prepares advertising budget?

OR

3b Importance of ethics in advertising. Explain - Is advertising false, deceptive?
Advertising compels people to buy things they do not need? Explain - if Yes or if no

4a.



What kind/type of advertising do you see in the above print ad? Explain the advertising
Explain the AIDA concept by looking at this advertisement. Name the appeal used and explain the appeal. Write 5/6 IMC tools which should be used to reach its target audience? (15M)

OR

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4b X company is an interior designing firm and a huge picture along with caption (Everyone loves us) are used to explain the service. Name the appeals which could be used and explain. Also explain the type of layout can be used and stages in preparation of a layout. Explain Space division. (15M)

5 Short Notes (Any 3)

15M

- a) Weasel claim Advertising
- b) Generic Advertising
- c) Explain Four types of copy
- d) Creative Boutique
- e) Explain 6 types of Sales Promotions

