

Medical Exam July 2022

Malini Kishor Sanghvi College of Commerce and Economics

Introduction to Advertising

Class: FYBAMMC Sem II

Note: All questions are compulsory with internal choice
Section B

Marks 40

2 Answer any one out of the three – All questions carry 10 M

A



1 What type of advertising is used in above ad. Explain in brief. Who pays for advertising – explain

B.

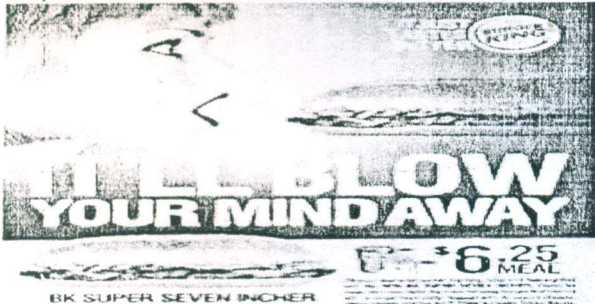
What type of advertising is in the print ad? Explain in brief. Explain AIDA with diagram



Good razors cost too much – so we fixed it

C

Explain the type of advertising you see in the print ad below. Explain the advertising in brief. Explain in brief Women and advertising.



3. Answer any one out of the three – All questions carry 10 M

a. A new line of tea named “O Tea” is launched by a well-known company. The company is well known at National level, having a strong hold in the market. The company wants to launch all the 5 flavors of tea together. Company is also planning to launch coffee, milk. What should be their PR and sales promotion? What are the 5 IMC tools, besides PR and Sales Promotion, which should be used to reach its target audience and explain why those tools?

b. X company is selling Biscuits and wants to use In Premise advertising. Name the 2 types of In Premise advertising and explain in brief. What is communication process? Explain with diagram in brief

c. In a movie many times a particular brand is shown which is used by the actor as a part of the scene or scenes. Name the type of advertising used and explain in brief. Explain different types of newspaper advertising.

4. Answer any one out of the three – All questions carry 10 M

a. What are different types of Layout? Name 3 copies in brief. What is a logo? what is advertising theme?

b. Name 6 types of appeal and give examples when they are used? What role does appeal play in advertising? Explain the role of elements in advertising.

c. What role does a headline play in advertising? What is optical illusion. Explain the stages of storyboarding and why is storyboard important.

5. Answer any one out of the three – All questions carry 10 M

a. What is rural advertising and urban advertising. Explain email advertising

b. Briefly explain creative boutique and media buying agency. What is push and pull strategy?

c. Explain stages in product life cycle and 3 types of budget?