

F.Y. BAMMC - Sem II - Reg. Exam - May '22

Malini Kishor Sanghvi College of Commerce and Economics
Introduction to Advertising - 14.5.22
Class: FYBAMMC Sem II

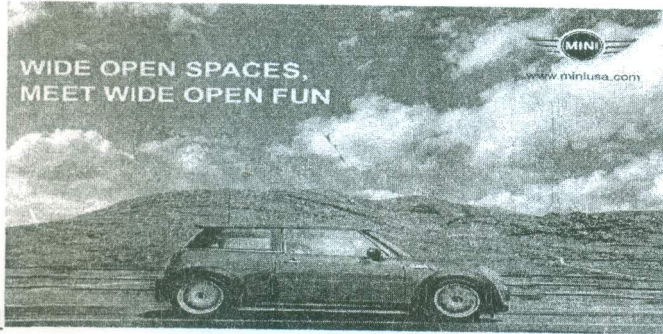
Note: All questions are compulsory with internal choice
Section B



Marks 40

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

a



1

Explain AIDA seeing the print ad above along with the diagram. What type of advertising is used in above ad. Explain in brief

Explain role of advertising

B.

What type of advertising is in the print ad? Explain in brief. Explain the 5M's of advertising. Explain space division



C. Explain the the type of advertising you see in the print ad below. Is it ethical ? How do subliminal messages work?



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

a. A new line of juice named “juico” 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 Juico together. What are the 5 IMC tools which should be used to reach its target audience and explain why those tools? Is this a product extension?

b. X company is selling mosquito coil and wants to use out of home advertising. Name the 2 types of out of home advertising and explain in brief. What is communication process? Explain with diagram in brief

c. Difference between PR and Publicity. Explain Product placement with examples

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

a. What are different types of copy? Name 3 copies in brief. Who writes the copy? what is company signature?

b. Name 6 types of appeal and give examples when they are used? What role does appeal play in advertising? Difference between slogan and tagline

c. Define ‘Big Idea’. Explain in detail 2 positioning strategies. Explain 4 types of layout?

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

a. 4 Types of email advertising and mobile advertising . Explain in brief

b. Briefly explain advertainment, advertorial and ambush advertising

c Explain stages in product life cycle and 3 types of sales promotion