

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. \_\_\_\_\_ advertising is also called pro bono advertising  
a. Social b. Cultural c. Retail d. Product
2. IMC includes \_\_\_\_\_  
a. Public relations b. Brand Equity c. Audience d. Agents
3. \_\_\_\_\_ is not a part of advertising.  
a. Propaganda b. Posters c. Commercials d. None of these
4. Primary advertising is also called \_\_\_\_\_  
a. Product b. Advocacy c. Generic d. Trade
5. Traffic department in an advertising agency \_\_\_\_\_ the advertising production  
a. Controls b. Audits c. Coordinates d. Starts
6. \_\_\_\_\_ advertising includes campaigning for child protection.  
a. Green b. Introductory c. Economic d. Social
7. AAAI tries to enhance \_\_\_\_\_ confidence in advertising  
a. Public b. Advertisers c. Advocacy d. Image
8. \_\_\_\_\_ is the decoder of advertising messages  
a. Ad agency b. Viewer c. Advertiser d. Government
9. An advertising message is incomplete without \_\_\_\_\_  
a. Pictures b. Services c. Promotion d. Media
10. \_\_\_\_\_ is the first newspaper in India  
a. Bengal Gazette b. The Times of India c. Indian Express d. The Hindu
11. \_\_\_\_\_ advertisements give support to Herbal and Ayurvedic products  
a. Lakme b. Surf Excel c. Ariel d. Dabur
12. \_\_\_\_\_ agency provides piece meal work.  
a. Specialist b. In-house c. Mega d. Modular

Q1. B State whether the following are true or false

10

1. Literacy awareness can be created through advertising.
2. Internet is no longer a useful medium for advertising.
3. Advertising affects economic development.
4. Public relations advertising is done only for people.
5. Radio advertising has a long life.
6. Free gifts is a form of truthful advertising.
7. Brand loyalty and brand extension are synonymous.
8. Advertising is an element of marketing mix.
9. Magazine advertising is part of broadcasting advertising.

10. Digital media is a slow growing mode of advertising.  
11. Consumer behaviour is the same all over the world.  
12. Advertiser can be a company or a business firm.

Q2. Answer any two from the following 15

- A) Explain elements of integrated marketing communication.  
B) What are the functions of advertising?  
C) Classify advertising on the basis of area and stages-

Q3. Answer any two from the following 15

- A) Write a note on any 5 types of advertising agencies.  
B) "Careers in advertising require different skills." Explain.  
C) What are the reasons for client selection?

Q4. Answer any two from the following 15

- A) Discuss advertising and -competition  
B) What is untruthful advertising? Explain with examples.  
C) Advertising influences society. Comment.

Q5. Answer any two from the following 15

- A) Discuss Green advertising.  
B) Explain advertising and the communication process.  
C) Write a note on advertising media trends.

Q6. Write short notes on (any 4)

20

- a) AIDA formula
- b) Rural advertising
- c) Creative Pitch
- d) Benefits of advertising
- e) Political advertising
- f) Social cause advertising