

Time : 2 ½ Hours
(All questions carry
equal marks)

S.Y.BMM
SEMESTER IV
Introduction to Advertising

Marks : 75 marks



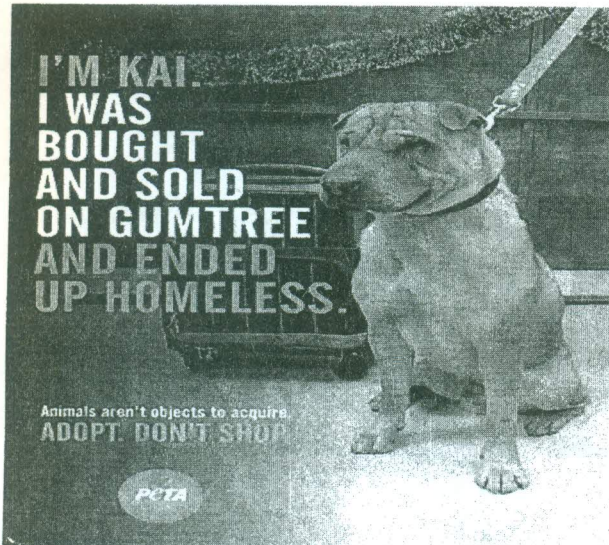
11.3.20

1a. In X country it drizzles all throughout the year but in the month of September and October it rains heavily. The product being seasonal (raincoats) what type of action and positioning should be done to achieve maximum sale? What are the 5 IMC tools which should be used to reach its target audience. Explain in details. 15M

OR

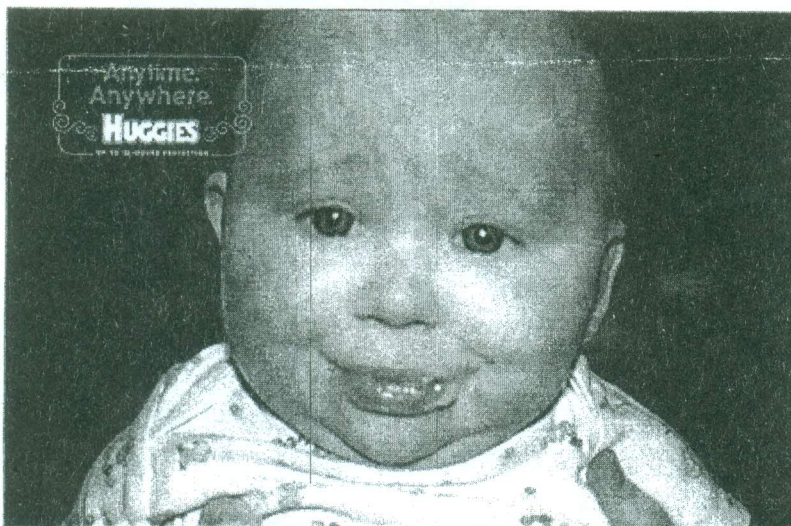
1b. X company is selling mosquito coil and wants to use cartoon/ cartoons along with caricature of a Bollywood actor using the product and talking about the quality of the product. Name the appeals which could be used and explain. Also explain the type of layout which will used and components of a layout. Mention the elements of advertising strategy. 15M

2a.



Explain the appeal /appeals used in the above print ad? Justify your answer. Is this a good layout? Why?

Explain the 3 pre-testing methods and 3 post -testing methods 15M



OR

2b Explain the appeal/appeals used in the print ad below? Is this a good copy? Explain why? write down the 6 essentials of a good copy and techniques used in visualization. 15M

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- 3a. Role of an ad agency and structure of an advertising agency 15M
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 15M
- 4a. What are the services offered by an ad agency? Mention 5 functions of an ad agency? 15M
OR
4b. what is copy and what is copy research? Explain in details.
When is product research necessary? 15M
5. Short notes (any 3) 15M
- Stages in product life cycle
 - Functions of Media Research
 - Optical Centre
 - Three methods in preparing the advertising budget.
 - Meaning of copy writing