

Malini Kishor Sanghvi College of Commerce and Economics



Subject: Advertising

Class: SYBMS - B

Sem: III

Time: 2.5 hours

Marks: 75

Note: 1) All questions are compulsory with internal choice.

2) Figures to the right indicate marks

Q1. A) Fill in the blanks: (Any - 8)

(8 Marks)

1. Selecting the proper _____ vehicle for communicating the message goes a long way in the success of any kind of advertising.
2. _____ is an element of promotion mix.
3. In India, ad agencies get accreditation from _____.
4. Brand _____ is made up of the emotional associations of the brand.
5. _____ means advertising agency gives presentation to a client to secure ad account.
6. _____ appeal is one that appeals to the sense of right or wrong.
7. In _____ method, a percentage of the price per unit of items sold is allocated to advertising.
8. PACT principles denote _____.
9. e-Choupal is a business initiated by _____.
10. _____ advertising allows marketers to look at consumers as a heterogeneous group.

Q1. B) State whether True or False: (Any - 7)

(7 Marks)

1. Advertising involves one-to-one communication.
2. Advertising is an important element of communication mix.
3. Publicity is paid form of non-personal presentation of ideas, goods, services, events, etc.
4. Marketing starts with understanding the consumer needs and wants.
5. Internet has brought revolutionary changes in advertising and promotion of the product.
6. The advertising appeal refers to the approach of distancing consumer attention.
7. Advertising budget acts as a planning and control device.
8. Copy testing focus on the basic product idea.
9. The term 'ambush marketing' was coined by Jerry Welsh.
10. Character 'ZooZoo' for Vodafone campaign was created by O & M Ltd.

Q2. A) Explain the types of advertising.

(8 Marks)

B) Discuss the features of advertising.

(7 Marks)

OR

Q2. C) Discuss the benefits of advertising. (8 Marks)

D) Define advertising. Explain the Hierarchy of effects. (7 Marks)

Q3. Discuss in detail the advertising plan. (15 Marks)

OR

Q3. A) Explain the selection criteria for advertising agency. (8 Marks)

B) Discuss the development of marketing plan. (7 marks)

Q4. Discuss in detail creating the T.V. commercial. (15 Marks)

OR

Q4. A) Discuss the guidelines for copywriting for OOH advertising. (8 Marks)

B) Explain scriptwriting the radio commercial. (7 Marks)

Q5. A) Discuss the methods of preparing advertising budget. (8 Marks)

B) What is global advertising? Explain the scope of global advertising. (7 Marks)

OR

Q5. Short Notes: (Any-3) (15 Marks)

1. Five M's of advertising
2. Structure of advertising agencies
3. Types of advertising copy
4. Lifestyle advertising
5. The creative process