

SYBCOM SEM-IV (100 marks) Reg Exam

MAR-2020

SUB: Advtg

Time: 3 hours

14/03/2020

Marks 100

N.B.

1. All questions are compulsory.

2. Figures to the right indicate full marks.

1 A. Select the correct alternative from the following options

(Any 10)

1. _____ is the fastest growing medium in advertising.

a) Digital b) newsprint c) brochures d) magazine

2. _____ teamed up with Marvel studios for Cancer campaign contribution from the purchase of Avengers Endgame tickets

a) Mastercard b) Rupay c) Uber d) Swiggy

3. _____ refers to the emblem of the company.

a) Logo b) Slogan c) Illustration d) copy

4. Dimag ki batti jala de is the slogan used by _____ brand.

a) Rin b) Amazon c) Mentos d) none of these.

5. _____ is the musical part of an advertisement

a) Logo b) Headlines c) Illustration d) Jingle

6. The name for radio ads is _____

a) Pitch b) insertion c) jingle d) tagline

7. _____ is essential for planning advertising campaign

a) Information b) celebrity c) frequency d) all of these

8. _____ is the central idea of an advertisement campaign.

a) Theme b) headline c) tagline d) visualisation

9. Endorsers in advertisements include _____

a) Sportsmen b) Actors c) Professionals d) All of the above

10. _____ was developed by Rosser Reeves

a) GPS b) USP c) UPSC d) EPS

11. _____ is a step in media planning

a) Media scheduling b) marketing mix c) creative pitch d) theme

12. A family buying a sari for their daughter's wedding is a _____ purchase

a) Low involvement b) random c) routine d) high involvement

1B. State whether the following statements are true or false

(any 10)

a) Hot Air Balloons is a form of indoor advertising.

- b) Skits and drama advertising do not attract attention of passers-by.
- c) Social Media is a new age advertising forum.
- d) UEP is an emotion influencing proposition.
- e) Meditation is a technique in visualisation.
- f) Advertisers consider demand and competitors in framing the budget.
- g) Buying Thumbs Up is a low involvement purchase.
- h) Headline is the longest line in the advertisement.
- i) All advertising campaigns need to be tested.
- j) Humorous copy is only based on current events.
- k) Media reach is a major objective of advertising
- l) DAGMAR model regulates advertising.

2. Answer any 2 of the following

(15)

- A) Explain the merits of print advertising?
- B) "Social media advertising is popular in today's times". Explain
- C) Discuss the importance of media research?

3. Answer any 2 of the following

(15)

- A) Discuss any 2 advertising budgeting methods.
- B) What are the factors to be considered while selecting media?
- C) Explain the Advertising Campaign planning process.

4. Answer any 2 of the following

-(15)

- A) Write a note on selling points.
- B) Explain role of creativity in advertising.
- C) Write a note on types of Endorsers.

5. Answer any 2 of the following (15)

- A) What is the importance of jingles and music in advertisements?
- B) Discuss elements of copy in advertising
- C) Explain post testing methods.

6. Write short notes on (any 4) (20)

- a) Creative brief b) -AIDA formula c) Appeals in advertising
- d) Media Buying and selling e) Illustrations
- e) Trade Shows and Fairs f) Social Media advertising