

**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. The word advertising comes from the latin word \_\_\_\_\_ meaning 'to turn the mind toward'.
2. The word \_\_\_\_\_ means below the level of conscious awareness.
3. \_\_\_\_\_ involves direct communication between the firm's representative and the customer.
4. \_\_\_\_\_ provides only creative services to the client.
5. \_\_\_\_\_ includes distributing samples, coupons, rebates, contests and point of purchase displays.
6. \_\_\_\_\_ is the central idea of an advertising campaign.
7. Consumer durables of high value are often bought on the basis of \_\_\_\_\_ appeals.
8. In \_\_\_\_\_ method, respondent has to judge two advertisements at a time.
9. e-Choupal is a business initiated by \_\_\_\_\_.
10. \_\_\_\_\_ ambushing is when brand intentionally want to appear affiliated with an event for which it has no right.

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

(7 Marks)

1. Advertising is a paid form of communication.
2. Advertising Standards Council of India (ASCI) is a self regulatory voluntary organization of the advertising industry.
3. Publicity is paid form of non-personal presentation of ideas, goods, services, events, etc.
4. Sales promotion includes various techniques such as discounts, free samples, coupons, gifts, etc.
5. Message strategy relates to the choice of media vehicle, deciding media reach and media scheduling.
6. At growth stage of PLC, the company plans to create product awareness in the market.
7. Emotional appeal is logic based appeal.
8. Post-testing of advertising effectiveness saves cost and efforts of advertiser.
9. Video-on-wheels is the most effective way of communication with rural customers.
10. The internet is becoming an important IMC tool for global advertising.

Q2. A) Discuss the importance of advertising.

(8 Marks)



B) Explain the ethics and laws in advertising.

(7 Marks)

OR

Q2. C) Explain the scope of advertising industry in India.

(8 Marks)

D) Define advertising. Explain the Hierarchy of effects.

(7 Marks)

Q3. Discuss in detail the advertising plan.

(15 Marks)

OR

Q3. A) Discuss the selection criteria for advertising agency.

(8 Marks)

B) Explain the role of advertising in marketing mix.

(7 marks)

Q4. A) What is positioning? Discuss the positioning strategies.

(8 Marks)

B) Explain the role of different elements of advertisements.

(7 marks)

OR

Q4. A) Discuss the advertising execution.

(8 Marks)

B) Explain scriptwriting the radio commercial.

(7 Marks)

Q5. A) Discuss the factors to be considered in determining the advertising budget.

(8 Marks)

B) What is Rural advertising? Explain the advertising strategies in rural marketing.

(7 Marks)

OR

Q5. Short Notes: (Any-3)

(15 Marks)

1. Five M's of advertising
2. Role of advertising in PLC
3. Types of advertising copy
4. Media-Mix for Rural marketing
5. Retail advertising