

# Advtg

Time: 3 hours

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. Out of Home Advertising is suitable to achieve \_\_\_\_\_ reach.  
a) National b) International c) Local d) Global
2. \_\_\_\_\_ is the fastest growing medium in advertising.  
a) Digital b) newsprint c) brochures d) magazine
3. \_\_\_\_\_ is a form of indoor media  
a) TV b) Cinema c) Magazines d) Transit
4. \_\_\_\_\_ uses the punch line 'Toofani Thanda' in their ads  
a) Coca Cola b) Sprite c) Thums Up d) Pepsi
5. \_\_\_\_\_ advertising has a shorter life.  
a) Magazines b) Television c) Radio d) Internet
6. \_\_\_\_\_ helps to overcome language barrier.  
a) Copy b) Body copy c) Headline d) Illustration
7. \_\_\_\_\_ refers to sky advertising  
a) Window displays b) POP ads c) Hot Air balloons d) newspapers
8. A social networking site for business ventures & professionals  
a) Mynta In b) Face book c) Twitter d) Linked In
9. \_\_\_\_\_ is a dialogue between people in a print ad.  
a) Jingle b) Slogan c) Captions d) Logo
10. \_\_\_\_\_ is an element of media mix.  
a) Customers b) Advertiser c) Audience d) Methodology
11. USP was developed by \_\_\_\_\_  
a) David Ogilvy b) Rosser Reeves c) David Aaker d) EK Strong
12. "Kuch Meetha Ho Jaye" was an advertising campaign by \_\_\_\_\_  
a) Cadbury India b) Reliance c) ITC d) ICICI

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

(any 10)

- a) Meta advertisements refer to mega ads in the media.
- b) Brainstorming is a technique in visualisation.
- c) Emails is a form of indoor advertising.
- d) Buying bread is a low involvement purchase.
- e) Hot air balloons are a form of out of home advertising.
- f) Fairs & Exhibitions attract attention of passers-by.
- g) Newspapers are an interactive medium.
- h) Slogan is the music in the advertisement
- i) Social Media is a popular advertising forum.
- j) Advertising does not require creativity.
- k) A mega agency is a tiny agency.
- l) Emotional appeals are rational in nature.

2. Answer any 2 of the following

(15)

A) Internet advertising is growing in scale. Discuss

B) What are the limitations of magazine advertising?

C) Write a note on media research

3. Answer any 2 of the following

(15)

A) What is advertising budget, discuss 2 methods of advertising budgeting

B) Briefly explain media objectives

C) What are the steps in media planning?

4. Answer any 2 of the following

(15)

A) Explain 2 Buying motives & 2 selling points for the following (any 2)

1. Shoes 2. Gymnasium 3. Mobile Phones

B) Write a note on Unique Selling Proposition

C) Discuss types of Endorsers in advertising.

5. Answer any 2 of the following

(15)

A) From the following advertisement, identify and write

1. Slogan 2. Logo 3. Headline 4. Body copy

B) Explain jingles & music in advertising

C) Discuss the purpose of pre testing in advertising.


6. Write short notes on (any 4)

(20)

a) Appeals in advertising b) Concept of Storyboard in advertising

- c) Radio Advertising
- d) Sky Advertising
- e) Cinema advertising
- f) DAGMAR model

Q 5 A

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