

Advertising

SYBMS sem III Reg & A.T.E.T. Exam OCT-2019.

TIME: - 2.5 HOURS

CLASS: - SYBMS

18/10/19.

MARKS: 75

1. All questions are compulsory carrying 15 marks each.
2. Figures to the right indicate marks



Q1 A). MULTIPLE CHOICE QUESTIONS (any 8)

(08)

- 1) _____ involves in-depth , one on one interviews that lasts generally 30 minutes to more than an hour.
a) Laddering b) Puffery c) Visual Imaging d) Reach
- 2) Advertising creates a _____ effect among potential buyers.
a) Multifaceted b) Swing c) Pull d) Push
- 3) _____ is the inventory to be maintained.
a) Sales b) Distribution c) Warehouse d) Stock level
- 4) The main function of _____ department is to study markets.
a) Human resource b) Marketing c) Finance d) Research
- 5) Advertising campaign plans are _____ in nature.
a) Evergreen b) Long term c) Short term d) Medium term
- 6) _____ is used to increase immediate sales.
a) Projecting b) Advertising c) Publicity d) Sales Promotion
- 7) _____ is a test based on the memory of the respondent
a) Emotional b) Inquiry c) Recall d) Reading
- 8) _____ is the period during which the commercial is filmed or videotaped.
a) All of the below b) Post-production c) Pre-production d) Production
- 9) _____ advertising looks at consumers as a heterogeneous group.
a) Lifestyle b) Urban c) Rural d) Ambush
- 10) _____ is a paid content in the form of editorial.
a) Promotion b) Advertorial c) Publicity d) Advertising

B) True or False (any 7)

(07)

1. Portfolio tests are a laboratory method designed to expose a group of respondents.
2. Viral marketing is a form of outdoor advertising.
3. Brand Image is always favourable
4. Radio advertising has an audio – visual appeal.
5. Taglines can be used by themselves as the basis for a musical commercial.
6. An advertising budget is an estimation of a company's promotional expenditures over a period of time.
7. Creative boutique is creative services.
8. Promotion aims at persuasion of potential customers.
9. A stands for Attention in AIDA model
10. Cognitive dissonance refers to similar attitudes.

Q2.a) Explain AIDA Model with help of diagram. (08)

b). Explain Surrogate Advertising. Give valid Examples (07)

OR

Q2.c) Elaborate on the Role of ASCI. (08)

d). Define Advertisement. Explain its features. (07)

Q3.a) How does an Ad –agency get compensation. (08)

b) Write in brief about Functions of an Ad agency (07)

OR

Q3.c) Role of Advertising in Marketing mix. (08)

d). What points should be considered before selecting an Ad-Agency by the Client (07)

Q4.a) What is the Importance of Creativity in Advertisement. Highlight Young's Model (08)

b) Mention in detail the Essentials for Creating a TV Commercial (07)

OR

Q4.c) Write in Brief about Ambush Advertising (08)

d) Mention in detail essentials for copywriting for OOH Advertising (07)

Q5. a) Explain Objectives of Post-Testing of Advertisement effectiveness

(08)

b) Write in Brief about Content Marketing

(07)

OR



Q5. WRITE SHORT NOTES ON (ANY THREE)

(15)

- a) Urban Advertisement
- b) Weasel Claim
- c) Puffery
- d) Hierarchy of effects Model
- e) Shock Advertising

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