

PUNE VIDYARTHI GRIHA'S
COLLEGE OF SCIENCE & TECHNOLOGY
(ATKT EXAM – SEMESTER -VI)
2022-23

Course : S.Y.B.M.S

Date : 27/10/2023

Subject : ADVERTISING

Time : 2:30 Hr

Marks: 75

N.B.

1. All Questions are compulsory.

1. choose the appropriate alternative from the given options. (Any 10) (MARKS 08)

1. _____ is a central idea of advertising
(Advertising theme, monogram, motivation)
2. e – choupal is a business initiated by -----
(HUL, ITC, Govt. of India)
3. _____ branding is a marketing practice which involves marketing many related products under a single brand name.
(co, sub, umbrella, individual)
4. _____ is a element of promotion mix
(public relation, product features, product design)
5. _____ agencies are prepared to perform only a part of advertising responsibility.
(modular, Full service, global, specific)
6. _____ is an arrangement of various elements of an advertisement copy.
(layout, slogan, headline, illustration)
7. _____ are musical messages written around the brand.
(Slogan, jingles, taglines, illustration)
8. In _____ method respondent has to judge two advertisement at a time .
(percentage of sales unit of sales, task, paired comparison)
9. _____ test is based on the memory of the respondent.
(reading, recall, inquiry, check list)
10. brand----- is made up of the emotional association of the brand.

(image, personality, equity)

B) State whether the following statements are true or false (Any 7) (MARKS 07)

1. Advertising is a important element of communication mix
- 2 Advertising and sales promotion are synonymous.
- 3 .USP stands for Unique selling proposition
4. Brand image is not always favorable
5. Radio advertising is having audio -visual appeal
6. Viral marketing is a form of outdoor advertising
- 7 .Advertising budget act as a planning and control device.
- 8 .viral marketing is a form of outdoor advertising
9. Emotional appeal is logic based appeal.
10. Consumer advertising is targeted at business at large.

Q. 2 A . Discuss the scope of advertising (MARKS 07)

B. Describe the features of advertising. (MARKS 08)

OR

A. Explain briefly stages in advertising. (MARKS 07)

A. Discuss advertising planning process. (MARKS 08)

Q. 3 A Discuss evolution of advertising. (MARKS 07)

B Bring out the structure of advertising agency. (MARKS 08)

OR.

A. What are the main function of an ad agency. (MARKS 08)

B. What are the perquisites of a good copy. (MARKS 07)

Q. 4 A explain methods of agency compensation. (MARKS 07)

B . What are the different careers in advertising. (MARKS 08)

OR

A Highlight the steps in the creativity process.

(MARKS 07)

B Discuss the demerits of celebrity advertising.

(MARKS 08)

Q.Q 5 Explain the role of advertising in product life cycle.

(MARKS 15)

Q. 5 write a short note on (any 3)

(MARKS 15)

A urban advertising **B** types of advertising

C Major selling idea **D** positioning strategies

E lifestyle advertising