

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

2022-23
Course : S.Y.B.Com
Date : 25/10/2023

Subject : ADVERTISING

Time : 3 Hr
Marks: 100
Q.P. Code UBCOMFSIII.4

N.B.

1. All Questions are compulsory.

1. choose the appropriate alternative from the given options. (Any 10) (MARKS10)

- 1) is not a part of advertising
a) Posters b) Commercials c) Propaganda d) none of these.
- 2) advertising is used by Flipkart
a) Competitive b) Primary c) Local d) International
- 3) is the most important benefit of advertising to consumers
a) Builds brand image b) Increases market share c) Maintains standard quality of brand d) None of these
- 4) agency offers services on a piecemeal basis
a) In-house b) Creative boutique c) Modular d) Mega
- 5) system of agency compensation includes expenses
a) Bonus b) Incentive c) Commission d) Cost-Plus
- 6) Brand refers to customers' ability to recall and recognize the brand under different condition
a) Awareness b) Loyalty c) Fatigue d) Personality
- 6) Promotion of biodegradable packaging can be done through advertising
a) Product b) Institutional c) Rural is a famous Global d) Green
- 7) advertising agency.
a) B. Dattaram b) McCann c) Royal d) Unilever
- 8) department links all the work done at an advertising agency
a) Client Servicing b) Production c) Artworks d) Traffic

B) State whether the following statements are true or false (Any 10) (MARKS10)

- 1) A full service ad agency provides services on piece meal basis
- 2) Creative advertising helps to increase demand for the goods.
- 3) All agencies provide full services to the clients.

- 4) Advertising promotes ideas, goods and services.
- 5) Advertising does not require creativity.
- 6) IMC is continuous activity
- 7) Brand crisis lead to loss to the company.
- 8) Marketers need at focus on brand image.
- 9) The audience in communication process involves only the buyers.
- 10) Advertising has a direct effect on production costs.
- 12) Professional firms are not proactive in managing brand crisis.

Q.2 Answer Any Two of the following : **(MARKS15)**

- 1) Explain the elements of Integrated Marketing Communication.
- 2) what are the factors to be considered in selecting an ad agency
- 3) Explain the benefits of advertising to manufacturers or business firms.

Q.3 Answer Any Two of the following : **(MARKS15)**

- 1) Explain the economic impact of advertising.
- 2) Describe the features of advertising.
- 3) Explain in brief the various career options in ad agency.

Q.3 Answer Any Two of the following : **(MARKS15)**

- 1) explain the types of ad agency.
- 2) Discuss the importance of truth in advertising.
- 3) Explain the role of Advertising Standards Council of India.

Q.4 Answer Any Two of the following : **(MARKS15)**

- 1) Describe the role of advertising in developing brand image.
- 2) Discuss the different aspects of rural advertising.
- 3) Write a note on Green Marketing.

Q.5 Write Short Notes on any four of the following : **(MARKS 20)**

- | | |
|---|-------------------------------------|
| 1) AIDA | 4) Any five benefits of advertising |
| 2) Effect of advertising on cultural values | 5) Creative Pitch |
| 3) Brand Equity. | 6) Pro bono Advertising. |