

**PUNE VIDYARTHI GRIHA'S**  
**COLLEGE OF SCIENCE & TECHNOLOGY**  
**(REGULAR EXAM- SEM IV)**

2023-24

Course : S.Y.B.Com

Date : 10/04/24

Subject : Advertisement

Time : 3 hrs

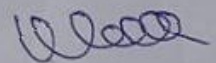
Marks: 100

Q.P Code - UBCOMFSIV. 5

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1. Choose the appropriate alternative from the given options. (Any 10) (10m)

- 1) \_\_\_\_\_ is an interactive medium.  
(internet, newspaper, magazines)
- 2) \_\_\_\_\_ advertising has longer life.  
(magazines, T.V, radio)
- 3) \_\_\_\_\_ provides interactive facility.  
(newspaper, internet, T.V)
- 4) \_\_\_\_\_ is a media objective.  
(Awareness, brand image, reach.)
- 5) \_\_\_\_\_ are special indicators of the product.  
(Selling points, buying motives, appeals)
- 6) \_\_\_\_\_ is the central idea of the ad campaign.  
(Message theme, creative brief, creative pitch)
- 7) \_\_\_\_\_ is a musical commercial in TV and radio ads.  
(Jingle, slogan, headline)
- 8) \_\_\_\_\_ helps to overcome language barrier.  
(illustration, headline, body copy)
- 9) \_\_\_\_\_ refers to the signature of the advertiser.  
(logo, slogan, illustration)
- 10) \_\_\_\_\_ copy is based on current events.  
(topical, tropical, traceable)
- 11) \_\_\_\_\_ is a single minded proposition.  
(USP, GSP, MSP)
- 12) \_\_\_\_\_ is a creative imagination of ideas for advertising.  
(visualisation, analysis, interpretation)



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

- 1) Skywriting is a common form of advertising in India.
- 2) Digital media includes only advertising through websites.
- 3) Website is a form of outdoor advertising.
- 4) The advertiser do not consider area coverage while selecting the ad media.
- 5) creative directors does not insist on seeing creative brief.
- 6) Celebrity endorsed products are always a success in the market.
- 7) The technology used by the company is one of the important buying motives.

8) Jingle is presented in spoken words.

9) headline is the top line in the ad.

10) Music has relevance in most of the TV ads.

11) Seasonal Media Scheduling is followed in all cases of TV

12) No advertiser considers the budget of the comp in their ad budget

**Q.2 Answer any two of the following : (15m)**

1) Explain the limitations of Print Advertising.

2) Discuss the advantages of Internet Advertising.

3) Write in brief about the Doordarshan code for advertisers.

**Q.3 Answer any two of the following : (15m)**

1) Discuss briefly the factors affecting an advertising budget.

2) Distinguish between Sales and communication.

3) Discuss the role of illustration in advertising.

**Q.4 Answer any two of the following : (15m)**

1) Discuss the importance of jingles and music used in advertising.

2) Explain the limitation of celebrity endorsements.

3) Write the advantages of film advertising.

**Q.5 Answer any two of the following : (15m)**

1) Discuss the various media scheduling strategies.

2) Write the importance of creativity in advertising.

3) Describe the various types of buying motives.

**Q.6 Write short notes on any four of the following : (20m)**

1) DAGMAR Model

2) Pre-test & post test.

3) Any 5 functions of headline.

4) Types of endorsers.

5) Disadvantages of radio advertising.

6) Media objectives.

Conferences