Time : 3.00 hours   Total Marks : 100

N.B. 1. All questions are compulsory.
         2. Figures to the right indicate full marks.

___

1(A) Select the most appropriate answer from the options given below (Any Ten)   (10)

1) _____ advertising allows consumers to understand ads and refer to them at leisure.
   a) Print   b) Broadcasting   c) Outdoor   d) Theater

2) Zipping and zapping are associated with _____ advertising.
   a) Newspaper   b) Television   c) Magazine   d) Outdoor

3) _____ medium has an advantage in terms of cost effectiveness with maximum reach.
   a) IPL match telecast
   b) Times of India front page
   c) Viral message on mobile phones
   d) Outdoor Hoardings at Haji Ali Corner in Mumbai

4) DAGMAR model was conceptualized by _____.
   a) Russell Colley   b) David Ogilvy   c) E.K. Strong   d) Leo Burnett

5) The all-you-can-afford method of deciding the ad budget is best for _____ company.
   a) Hindustan Unilever   b) Tata Group
   c) Mahindra & Mahindra   d) Pitambari Group

6) _____ factor is considered while selecting media.
   a) Target market   b) Retailers   c) Trade Cycles   d) Politics

7) In advertising, _____ is prepared by the client for the agency's creative team.
   a) Creative pitch   b) Plant layout
   c) Creative brief   d) Financial accounts

8) _____ appeals contain basic facts about the product so as to justify why audience
   should buy that specific brand.
   a) Emotional   b) Rational   c) Security   d) Efficiency

9) Middle class family buying its first car, is considered as a _____ involvement
   product.
   a) Low   b) High   c) Moderate   d) Medium

10) "Darr ke aage jeet hai" is the slogan used by the brand_____.
    a) Sprite   b) Lemonade   c) Mountain Dew   d) Limca

11) Advertising of travel destinations use _____ execution style.
    a) Dramatic   b) Slice of life   c) Humorous   d) Any of these

12) Advertising campaigns need to be pre-tested to find out the _____ effect on target
    market.
    a) Recall   b) Communication
    c) Legal   d) None of the above