

S4BCOM

17/11/17 (13)

Library

Q. P. Code : 22287

(3 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) _____ is not an element of Integrated Marketing Communication.
(a) Internet (b) Events & Sponsorship
(c) Physical Distribution (c) Sales Promotion
 - (2) _____ advertising creates generic demand for products
(a) Primary (b) Selective
(c) Social (d) Trade
 - (3) _____ is the oldest form of advertising agency.
(a) Mega agency (b) Space broker
(c) Creative boutique (d) In-house agency
 - (4) _____ department in an advertising agency co-ordinates the advertising production process.
(a) Media (b) Traffic
(c) Client Service (d) Accounts
 - (5) _____ is a person in an advertising agency responsible for writing headlines and slogans
(a) Visualiser (b) Media Executive
(c) Copywriter (d) Account Executive
 - (6) _____ skill is required for people working in the creative department of an advertising agency.
(a) Communication (b) Visualising
(c) Marketing (d) Organising
 - (7) _____ advertising is deceptive
(a) Product (b) Institutional
(c) Surrogate (d) Local
 - (8) Point of Purchase advertising helps in stimulating _____ purchase.
(a) Impulse (b) Planned
(c) Budgeted (d) Online
 - (9) 'Swacch Bharat' campaign is an example of _____ advertising.
(a) Political (b) Pro-Bono
(c) Institutional (d) Trade
 - (10) _____ refers to incremental value of the brand
(a) Brand Image (b) Brand Loyalty
(c) Brand Equity (d) Brand Personality
 - (11) _____ advertising helped Maggi to regain its market share after the crisis.
(a) Green (b) Advocacy
(c) Political (d) Product

TURN OVER

2

QP Code : 22287

(12) Advertising spends on _____ advertising is growing at a faster rate as compared to others.

- (a) Print (b) Digital
(c) Cinema (d) Radio

(b) State whether the following statements are true or false (Any ten) :—

10

- (1) IMC is same as promotion mix .
- (2) Sign Boards are the oldest form of Advertising .
- (3) Radio is no longer a useful medium for advertising .
- (4) Client Turnover is a negative sign of growth for an advertising agency .
- (5) Commission is a traditional method of agency compensation .
- (6) Account Executives handle finances of an advertising agency .
- (7) Jio has used an effective Integrated Marketing Strategy to fight competition .
- (8) Advertisements having direct comparison with a competitors products are unethical .
- (9) Advertising always has a positive impact on the society .
- (10) Decoding uses signs & symbols to communicate the advertising message .
- (11) The Jan Dhan Yojana of the prime minister has used Doordarshan channel for effective promotion in regional areas .
- (12) Social media has made advertising execution interactive .

2. Answer any **two** of the following :—

15

- (a) Explain the meaning of Integrated Marketing Communication (IMC). What is the role of advertising within IMC ?
- (b) Define advertising. Who are the active participants of advertising ?
- (c) Explain the classification of advertising on the basis of functions.

3. Answer any **two** of the following :—

15

- (a) What are the factors considered while selecting an advertising agency ?
- (b) How can an advertising agency maintain a healthy relationship with its clients ?
- (c) What are the unique skills required for a career in advertising ?

4. Answer any **two** of the following :—

15

- (a) How does advertising affect market competition ?
- (b) Discuss the common ethical issues in advertising.
- (c) Describe how ASCI self-regulates advertising in India.

5. Answer any **two** of the following :—

15

- (a) With the help of a diagram explain the advertising communication process.
- (b) Explain the features of corporate image advertising.
- (c) Describe different execution styles of advertisements.

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