

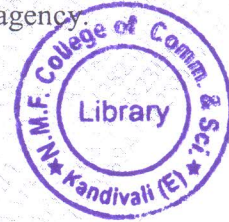
Q.P. Code: 30578

Total Marks: 100

(3 Hours)

N.B. 1. All questions are compulsory**2. Figures to the right indicate full marks****Q.1. (A) Select the most appropriate answer from the options given below (any ten): (10)**

- (i) Primary advertising is advertising classified on the basis of _____.
- a. Functions c. Target audience
b. Media d. None of the above
- (ii) _____ is an active participant in advertising.
- a. Government c. ASCI
b. Dubbing artists d. all of the above
- (iii) _____ is the most modern type of agency.
- a. In-house c. Creative Boutique
b. Space Broker d. Mega Agency
- (iv) IMC includes _____.
- a. Direct marketing c. Middlemen
b. Spokesperson d. All of these
- (v) Advertising helps the product to increase the value by creating _____.
- a. Brand c. Confusion
b. Competition d. None of these
- (vi) _____ department in an ad agency coordinates with advertisers.
- a. Media c. Client service
b. b. Traffic d. Accounts
- (vii) _____ is a person responsible for design and colour in an advertisement.
- a. Visualiser c. Copywriter
b. Media executive d. Account executive



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(viii) _____ advertisements give support to Herbals and Ayurvedic medicines and products.

- a. Surf excel c. Dabur
b. Lakme d. Ariel

(ix) _____ advertising is not deceptive.

- a. Pro Bono c. Political
b. Surrogate d. Local

(x) Advertising helps a brand in crises by using _____

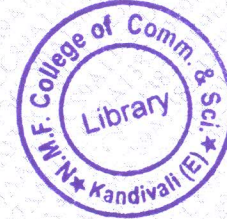
- a. Celebrity c. Government
b. Competitor d. None of these

(xi) _____ concept links brand to finance.

- a. Brand image c. Brand Equity
b. Brand Extension d. Brand name

(xii) _____ advertising is used by Colgate toothpaste.

- a. Pro bono c. Competitive
b. Primary d. Institutional



(B) State whether the following statements are true and false: (Any Ten) (10)

- i. Integrated marketing communication is integration of all marketing tools, approaches, and resources within a company.
- ii. Publicity is a non-paid form of personal presentation of advertising.
- iii. In advocacy advertising an issue or cause is central to the advertising message.
- iv. ASCI is sponsored by the government.
- v. In 1905 B. Dattaram 1st ad agency in India was started at Mumbai.
- vi. The complete term is 'Pro Bono Publico' which means for the public good.
- vii. Rural advertising has improved consumer demand and standard of living in India.
- viii. An illegally protected brand name is called a trademark.
- ix. Changing attitudes of customers cannot be an objective of advertising.
- x. Accounts executives are from the client servicing department of an ad agency
- xi. Ad agencies that create ads for only a particular industry are called as Modular agencies.
- xii. Creative advertising boutiques limit the amount and kind of service they offer.

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

- a. What is Integrated Marketing Communication? Explain the various elements of IMC.
- b. Briefly describe the evolution of advertising.
- c. Explain the classification of advertising on the basis of geographical area and media.

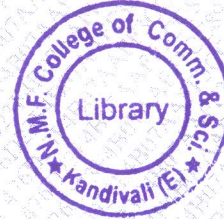
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Q.3. Answer any two of the following: (15)

- a. Define an Advertising Agency. Explain the various services offered by an advertising agency.
- b. What is Client Turnover? Examine the reasons for client turnover in an advertising agency.
- c. Describe the various career options in the area of advertising.

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

- a. Discuss the effect of advertising on consumer prices.
- b. Explain the positive and negative influence of advertising on Indian values and culture?
- c. What is the role of social advertising in a country like India?



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

- a. Examine the role of advertising in building brand image.
- b. Describe the features of political advertising.
- c. Explain prominent trends in advertising related to media.

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

- a. Active participants of advertising
- b. Any five features of IMC
- c. Creative pitch
- d. Self-regulation of advertising
- e. Communication Process
- f. Agency compensation
