

Time : 3 Hours

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) IMC is a _____ concept.
 - a) Traditional
 - b) production
 - c) Modern
 - d) narrow
- 2) _____ advertising is used by State Bank of India.
 - a) National
 - b) Primary
 - c) Local
 - d) Generic
- 3) _____ is the most recent form of advertising.
 - a) Radio
 - b) Posters
 - c) Television
 - d) You Tube
- 4) Advertising agencies that perform all functions are called _____.
 - a) full-service
 - b) media buying
 - c) creative boutique
 - d) all of these
- 5) Creative Pitch is a method used to get _____.
 - a) media mix
 - b) awards
 - c) client
 - d) employees
- 6) When Tea Board of India advertises, it creates _____ demand for Tea.
 - a) selective
 - b) zero
 - c) primary
 - d) 100%
- 7) A copywriter requires _____ skills for a career in advertising.
 - a) negotiation
 - b) leadership
 - c) language
 - d) animation
- 8) Alcohol brands in India advertising as soda on television is an example of _____ advertising.
 - a) primary
 - b) surrogate
 - c) pro bono
 - d) corporate image
- 9) _____ is not a form of social advertising.
 - a) Swachch Bharat Abhiyan
 - b) ICICI, Khayal Aap Ka
 - c) Pulse Polio Campaign
 - d) Beti Bachao, Beti Padhao
- 10) _____ is a form of green advertising.
 - a) Lux beauty soap
 - b) Honda Electric Cars
 - c) Amul milk
 - d) Raymond suitings

- 11) _____ execution style has become popular in the last few years.
- a) Use of Animation b) Use of Celebrities
c) Use of Artificial Intelligence d) Use of song and dance
- 12) _____ as an advertising medium has the widest reach with youth.
- a) Radio b) Mobile phones
c) Television d) Print

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

- a) Radio is the oldest form of advertising.
b) IMC means Intensive Market Concept.
c) Young adults are an important target for tourism destinations.
d) Advertising agencies are compensated using fixed salary structures.
e) Creative Boutique advertising agencies offers only selective services to clients.
f) Advertising always creates a positive demand.
g) Rural advertising uses radio as a medium.
h) Some advertising agencies have become global in recent years.
i) "Save the Tiger" campaign is a form of green advertising.
j) Celebrity advertising helps in managing brand crises.
k) Brand loyalty does not contribute to brand equity.
l) Ad in Marathi newspaper circulated in Maharashtra is an example of local advertising.

2. Answer ANY TWO of the following: (15)

- a) Explain the concept of IMC. Discuss its features.
b) Define advertising. Discuss its evolution.
c) Examine the geographical basis of classifying advertising.

3. Answer ANY TWO of the following: (15)

- a) Discuss the features of advertising agencies.
b) How can an advertising agency maintain a positive relationship with its clients?
c) Explain the skills required for a career in advertising.

4. Answer ANY TWO of the following: (15)

- a) What are the effects of advertising on consumer demand?
b) Examine the ethical issues in advertising.
c) What is the role of ASCI?

5. Answer ANY TWO of the following: (15)
- a) Using a diagram explain the communication process of advertising.
 - b) Briefly describe the features of rural advertising.
 - c) Discuss trends in advertising media.
6. Write short notes on ANY FOUR of the following: (20)
- a) Role of advertising in IMC
 - b) Benefits of advertising to business firms
 - c) Creative pitch
 - d) Product price and advertising
 - e) Brand Equity
 - f) Green advertising
