

[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)

- (i) Email marketing is _____ of a commercial message to a group of people using email.
a) Direct marketing b) Indirect Marketing
c) Pyramid Marketing d) None of these
- (ii) _____ includes Akashwani and Doordarshan as its two constituents.
a) ASCI b) IMB
c) Prasar Bharati d) IBM
- (iii) _____ is digital audio files such as an MP3 that users download to a computer or personal media player
a) Pop ups b) Podcast
c) Web Banners d) Button
- (iv) _____ is an appropriate medium to advertise to middle class house wives.
a) Internet b) outdoor
c) television d) none of these
- (v) _____ is necessary for planning the advertising campaign.
a) Continuity b) celebrity
c) research inputs d) all of these
- (vi) _____ is the second communication goal in the DAGMAR model.
a) Action b) awareness
c) survey d) comprehension
- (vii) The term "Unique selling Proposition" was coined by _____ of Ted Bates & Company.
a) Rosser Reeves b) Peter Drucker
c) Daniel Brecht d) Henry Fayol
- (viii) _____ is not one of the visualization techniques.
a) Meditation b) Arguments
c) Brain storming d) Observation
- (ix) _____ is an example of low involvement product.
a) Jewellery b) Automobiles
c) Houses d) None of these
- (x) Endorsers in ads include _____.
a) celebrities b) satisfied customers
c) CEO of companies d) All of these
- (xi) The name for radio ads is _____.
a) music b) jingle
c) insertion d) story board
- (xii) A layout that has no balance is called _____.
a) formal b) scattered
c) Informal d) untidy

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

- a) Print media such as newspapers and magazines allow for limited exposure.
- b) Promotional tie-ups become an instant hit because they add to the revenues and cut down the costs of advertisement.
- c) No advertisements should promise any medical product that guarantees slimming, weight reduction or figure control.
- d) Big firms spend less on Advertising.
- e) Flighting strategy of media scheduling has periods of no advertising.
- f) Media vehicle refers to transit advertising.
- g) Fear appeal is a negative emotional appeal.
- h) Meditation is a technique of visualization.
- i) Creativity makes the advertisement memorable.
- j) Copywriting is considered the soul of advertising.
- k) It is not necessary to test advertising campaigns after they are telecast on television.
- l) Storyboards are necessary to create Out of Home advertising.

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

- a) What are the advantages of the broadcast media?
- b) Discuss the limitations of the digital media.
- c) Explain the importance of media research.

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

- a) Explain the steps in the planning of advertising campaign.
- b) What are the methods of setting the advertising budget?
- c) Discuss the factors to be considered while selecting media for advertising.

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

- a) What is creativity in advertising? Explain its importance.
- b) Explain the meaning of advertising appeals. What are the different types of appeals?
- c) Distinguish between high involvement and low involvement products.

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

- a) What are the essentials of copywriting?
- b) Describe execution styles used in television advertising.
- c) Explain the meaning and the objectives of pre-testing advertising.

6. Write short notes on ANY FOUR of the following: (20)

- a) Doordarshan code
- b) Audit Bureau of Circulation (ABC)
- c) Selling Points
- d) DAGMAR Model
- e) Media Objectives
- f) Concept of storyboard
