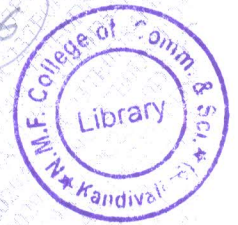


QP Code: 31567



[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)**

- (i) \_\_\_\_\_ media scheduling strategy is suitable for a brand of shampoo.  
a) Bursting                      b) Seasonal                      c) Steady advertising                      d) None of these
- (ii) \_\_\_\_\_ medium has greatest flexibility in terms of modifying advertisements.  
a) Film                      b) Magazine                      c) Television                      d) Outdoor
- (iii) \_\_\_\_\_ method of fixing advertising budget is suitable for small firms.  
a) Percentage of sales                      b) Competitive parity  
c) All you can afford method                      d) All of these
- (iv) Out-of-home advertising is suitable to achieve \_\_\_\_\_.  
a) Global reach                      b) National reach                      c) Local reach                      d) Regional reach
- (v) \_\_\_\_\_ is a step in media planning.  
a) Media scheduling                      b) Media clutter  
c) Deciding the theme                      d) Deciding the creative pitch
- (vi) \_\_\_\_\_ is essential for the creative process in advertising.  
a) Media research                      b) Colour combinations                      c) Ideas                      d) Communication
- (vii) Visualization is a mental process in which the creative team is led by the \_\_\_\_\_.  
a) Cameraman                      b) Accounts Manager                      c) Art director                      d) Media Director
- (viii) 'Dimag Ki Batti Jala De' slogan is used for \_\_\_\_\_ brand.  
a) Mentos                      b) Colgate                      c) Flipkart                      d) All of these
- (ix) A woman buying her wedding sari is an example of \_\_\_\_\_ Product.  
a) Low involvement                      b) High involvement  
c) Casual involvement                      d) All of these
- (x) 'Unique Selling Proposition' involves \_\_\_\_\_.  
a) one selling idea                      b) several selling ideas  
c) two selling ideas                      d) all of these
- (xi) \_\_\_\_\_ is a catchy element of an advertisement that helps consumers' remember the brand.  
a) Slogan                      b) Headline                      c) Caption                      d) Body copy
- (xii) \_\_\_\_\_ type of copy is used by Cadbury's "Kuch Meetha Ho Jaye" campaign.  
a) Educational                      b) Humorous                      c) Soft Sell                      d) Hard Sell

**Turn Over**



**(B) State whether the following statements are True OR False: (ANY TEN) (10)**

- a) Magazines as a medium allow more selectivity of target market.
- b) Radio as a medium has the advantage of grabbing attention while the consumer is engaged in other activities.
- c) Television is more interactive than the print media
- d) DAGMAR model regulates advertising
- e) A Selling Point is a quality or feature that can create disinterest in a product or service.
- f) The products which are available near the check-out counter in a mall are called high involvement products.
- g) Divergent thinking is helpful for Visualisation.
- h) Recent Five Star chocolate advertisements are an example of humour appeal.
- i) Story boards are used for creating an advertisement on You Tube.
- j) Photographs are more believable in 'before and after advertisements'.
- k) Descriptive copy is suitable for financial product advertisements.
- l) All advertising campaigns need to be tested.

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

- a) Explain the limitations of Print advertising.
- b) Discuss the advantages of internet advertising.
- c) Write in brief about the Doordarshan Code for advertisers.

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

- a) What are the steps while planning the advertising campaign?
- b) Discuss briefly the factors affecting an advertising budget.
- c) 'There are several aspects to be considered while selecting media for advertising.' Discuss

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

- a) Elaborate on the concept of Creative Brief in advertising with the help of any one practical example.
- b) Describe the various types of buying motives.
- c) Explain the various limitations of celebrity endorsements in advertising.

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

- a) Discuss briefly the importance of jingles and music used in advertising
- b) What are the principles of effective layout in print advertisements?
- c) Examine the different methods of pre-testing advertising.

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

- a) Media objectives
- b) Media scheduling strategies
- c) DAGMAR model
- d) Appeals
- e) Any 6 elements of copy
- f) Any 5 types of execution styles used in advertising.