



- (7) An automobile company advertising green fuel for supporting environmental issues can be called advocacy advertisement.
- (8) Local advertising is also known as retail advertising.
- (9) Government authorities do not use advertising.
- (10) Creative advertising boutiques limit the amount and kind of service they offer.
- (11) Advertisements having direct comparison with a competitors products are unethical.
- (12) Advertising has a direct effect on production costs.

**Q.2 Answer the following (Any Two) (15)**

- (a) Define Advertising. Explain the features of advertising in detail.
- (b) Explain the elements of Integrated Marketing Communication.
- (c) Explain the classification of Advertising on the basis of functions and media.

**Q.3 Answer the following (Any Two) (15)**

- (a) What are the factors to be considered in selecting an advertising agency?
- (b) Explain the features of advertising agency.
- (c) Discuss the various skills required to develop career in advertising.

**Q.4 Answer the following (Any Two) (15)**

- (a) Explain the forms of untruthful / unethical advertising.
- (b) Explain the role of Advertising Standards Council of India (ASCI).
- (c) Explain the economic impact of advertising.

**Q.5 Answer the following (Any Two) (15)**

- (a) Discuss the elements of AIDA model.
- (b) Explain the factors influencing brand equity.
- (c) Discuss the features of rural advertising.

**Q.6 Write short notes on: (Any Four) (20)**

- (a) Benefits of advertising to Business Firms
- (b) Pro bono / Social Advertising
- (c) Political Advertising
- (d) Creative Pitch
- (e) Green Marketing
- (f) Reasons of client turnover in an advertising agency

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