

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

- (1) Gross Rating Points are calculated by dividing reach by average frequency.
- (2) Window display attracts the attention of passerby.
- (3) A selling point is a quality or feature that can create disinterest in a product or service.
- (4) Body Copy is considered the soul of advertising.
- (5) Media planning process involves strategy and is a lengthy process.
- (6) Product visual has no place in outdoor advertising.
- (7) Advertising of beauty products usually use animation type of execution style.
- (8) All advertising campaigns need to be tested.
- (9) All story boards for television advertising need to follow the Doordarshan Code for getting approved.
- (10) Divergent thinking is helpful for visualization.
- (11) Photographs are more believable in "before and after advertisements.
- (12) The ultimate objective of all advertising is to sell the brand.

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

- (a) Explain the advantages of digital media.
- (b) Explain the disadvantages of magazine
- (c) Explain the advantages of outdoor advertising.

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

- (a) Describe the task advertising budget method in detail.
- (b) Explain the DAGMAR Model.
- (c) What are the various media scheduling strategies?

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

- (a) What are the steps involved in creative brief?
- (b) What are the advantages of celebrity endorsements?
- (c) Explain the importance of creativity in advertising.

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

- (a) Explain the different types of copy in advertising.
- (b) Discuss the methods of pre-testing advertising effectiveness.
- (c) What are the different execution styles of presenting ads?

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

- (a) High involvement products
- (b) Elements of Advertising Copy
- (c) Process of media planning
- (d) Different forms of digital media.
- (e) Buying motives
- (f) Post-testing advertising effectiveness

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