

(3 Hours)

- 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) _____ is not a part of advertising
 - a) Posters
 - b) Commercials
 - c) Propaganda
 - d) none of these
- 2) _____ advertising is used by Flipkart.
 - a) Competitive
 - b) Primary
 - c) Local
 - d) International
- 3) _____ is the most important benefit of advertising to consumers.
 - a) Builds brand image
 - b) Increases market share
 - c) Maintains standard quality of brand
 - d) None of these
- 4) _____ agency offers services on a piecemeal basis.
 - a) In-house
 - b) Creative boutique
 - c) Modular
 - d) Mega
- 5) _____ system of agency compensation includes out of pocket expenses.
 - a) Bonus
 - b) Incentive
 - c) Commission
 - d) Cost-Plus
- 6) Advertising _____ the price of the product in the long run.
 - a) Increases
 - b) Decreases
 - c) Stabilizes
 - d) None of these
- 7) Pro Bono advertising deals with _____ issues.
 - a) Social
 - b) Political
 - c) Religious
 - d) Technical
- 8) Brand _____ refers to customers' ability to recall and recognize the brand under different conditions.
 - a) Awareness
 - b) Loyalty
 - c) Fatigue
 - d) Personality
- 9) Promotion of biodegradable packaging can be done through _____ advertising.
 - a) Product
 - b) Institutional
 - c) Rural
 - d) Green
- 10) _____ is a famous Global advertising agency.
 - a) McCann
 - b) B. Dattaram
 - c) Royal
 - d) Unilever
- 11) _____ department links all the work done at an advertising agency.
 - a) Client Servicing
 - b) Production
 - c) Artworks
 - d) Traffic
- 12) _____ is a term used to describe an advertising agency losing its clients to competitors.
 - a) Competitive Pitching
 - b) Client Turnover
 - c) Creative Pitching
 - d) All of these

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

- 1) IMC includes sponsorships.
- 2) Advertising is a form of person to person communication.
- 3) National advertising promotes branded products.
- 4) Interactive advertising agencies specialize in social media campaigns on Twitter and YouTube.
- 5) Only accredited agencies get credit facility from media.
- 6) Generic advertising is also called as primary advertising.
- 7) All advertisements directed at children are unethical.
- 8) Computer literacy is essential for a career in animations used in advertising.
- 9) Brand loyalty is a consumer's commitment to repurchase or continue use of the particular brand.
- 10) An automobile company advertising green fuel for supporting environmental issues can be called advocacy advertisement.
- 11) Advertising campaign using brand ambassador Amitabh Bachchan helped Cadbury's brand crisis during the worm controversy.
- 12) Government authorities do not use advertising.

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

- a) What is Integrated Marketing Communication (IMC)? Examine its features.
- b) Explain the concept of advertising. What are the benefits of advertising to consumers?
- c) Discuss the classification of advertising based on media.

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

- a) Define advertising agency and explain its features.
- b) Explain the ways in which advertising agencies are compensated for their services.
- c) Describe the skills required for a career in advertising.

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

- a) Write in brief about the economic aspects of advertising.
- b) Explain the impact of advertising on Indian culture.
- c) Describe the role of ASCI in regulating advertising in India.

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

- a) Explain the communication process of advertising.
- b) Discuss the features of rural advertising.
- c) Describe the recent trends of advertising spend.

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

- a) Features of advertising
- b) DAVP
- c) Five unethical practices in advertising
- d) Creative Pitch
- e) Managing brand crisis
- f) Features of Green advertising