

Time : 3.00 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) \_\_\_\_\_ advertising allows consumers to understand ads and refer to them at leisure.  
a) Print                      b) Broadcasting              c) Outdoor                      d) Theater
  - 2) Zipping and zapping are associated with \_\_\_\_\_ advertising.  
a) Newspaper              b) Television              c) Magazine                      d) Outdoor
  - 3) \_\_\_\_\_ medium has an advantage in terms of cost effectiveness with maximum reach.  
a) IPL match telecast  
b) Times of India front page  
c) Viral message on mobile phones  
d) Outdoor Hoardings at Haji Ali Corner in Mumbai
  - 4) DAGMAR model was conceptualized by \_\_\_\_\_.  
a) Russell Colley              b) David Ogilvy              c) E.K. Strong                      d) Leo Burnett
  - 5) The all-you-can-afford method of deciding the ad budget is best for \_\_\_\_\_ company.  
a) Hindustan Unilever                      b) Tata Group  
c) Mahindra & Mahindra                      d) Pitambari Group
  - 6) \_\_\_\_\_ factor is considered while selecting media.  
a) Target market              b) Retailers                      c) Trade Cycles                      d) Politics
  - 7) In advertising, \_\_\_\_\_ is prepared by the client for the agency's creative team.  
a) Creative pitch                      b) Plant layout  
c) Creative brief                      d) Financial accounts
  - 8) \_\_\_\_\_ appeals contain basic facts about the product so as to justify why audience should buy that specific brand.  
a) Emotional                      b) Rational                      c) Security                      d) Efficiency
  - 9) Middle class family buying its first car, is considered as a \_\_\_\_\_ involvement product.  
a) Low                      b) High                      c) Moderate                      d) Medium
  - 10) "Darr ke aage jeet hai" is the slogan used by the brand \_\_\_\_\_.  
a) Sprite                      b) Lemonade                      c) Mountain Dew                      d) Limca
  - 11) Advertising of travel destinations use \_\_\_\_\_ execution style.  
a) Dramatic                      b) Slice of life                      c) Humorous                      d) Any of these
  - 12) Advertising campaigns need to be pre-tested to find out the \_\_\_\_\_ effect on target market.  
a) Recall                      b) Communication  
c) Legal                      d) None of the above

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

- 1) Mere Dad Ki Maruti, a high budget film that used Maruti brand as the main character in the film is an example of outdoor advertising.
- 2) Google has become a major advertising medium in modern times.
- 3) All Storyboards for television advertising need to follow the Doordarshan Code for getting approved.
- 4) The ultimate objective of all advertising is to sell the brand.
- 5) Clients follow a uniform approach for setting ad budgets on various media.
- 6) Media Planning Process involves strategy and is a lengthy process.
- 7) Incubation is a technique of Visualisation.
- 8) USP stands for Unique Sales Promotion.
- 9) Buying Coca Cola is a low involvement brand purchase.
- 10) Body Copy is considered the soul of advertising.
- 11) Advertising of Beauty Products usually use animation type of execution style.
- 12) Order of merit rating is one of the ways used for conducting Consumer Jury Test.

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

- a) What are the disadvantages of Out-Of-Home (OOH) advertising?
- b) Explain the various forms of Internet advertising.
- c) Briefly describe ABC as a tool of media regulation.

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

- a) "An Advertising Campaign is prepared systematically by taking several steps" Discuss.
- b) Explain the media objectives that are important in advertising.
- c) Briefly explain the various media scheduling strategies.

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

- a) Explain the various techniques of Visualization.
- b) Explain various aspects of selling points.
- c) Discuss the advantages and limitations of celebrity endorsements in advertising.

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

- a) What is the importance of illustrations in advertising?
- b) "Jingles and Music are effective in advertising of FMCG brands." Do you agree? Discuss.
- c) Elaborate on different post-testing methods of testing advertising effectiveness.

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

- a) Limitations of print media
- b) Importance of media research
- c) Any three methods of setting an advertising budget
- d) Types of endorsers
- e) Principles of effective layout
- f) Concept of storyboard

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