

14/10/19

Smt. MMK College of Commerce & Economics
SYBMS SEM-3 OCT-2019
Advertising

Date: 14th October 2019
Maximum Duration: 150 minutes

Course: SYBMS
Maximum Marks: 75

Q1A: Fill In the Blanks. [Attempt any 8] (08 marks)

1. Stimulus theory is _____. (Scientific/Unscientific/Ideal)
2. Shock Ads are _____. (Controversial/Factual/Informative)
3. Advertising encourages _____. (Spiritualism/Materialism/Lavishness)
4. _____ are musical messages written around a brand. (Slogan/Jingles/Taglines)
5. _____ appeals are based on reasoning and rationality.
(Positive/Human/Intellectual)
6. _____ is a unique differentiating quality of a product. (AIDA/USP/CSR)
7. Ad message must possess strong _____. (Copy/Persuasion/Presentation)
8. Slogans are _____ headlines. (Summarised/Balanced/Short)
9. _____ is the picture, image or any graphical representation used in an ad. (Body Copy/Slogan/Illustration)
10. The advertising _____ sets a limit on the advertising expenditure.
(Budget/Cost/Plan)

Q1B: State True or False. [Attempt any 7] (07 Marks)

1. Unethical advertising is good business.
2. Advertisements support women empowerment.
3. Advertisement is a means of personal communication.
4. Layout is the use of written words.
5. Testimonials can be delivered only by known individuals or celebrities.
6. Creativity involves combining two or more unconnected ideas into something new.
7. USP stands for Unique Selling Point.
8. Product positioning is consumer - oriented.
9. In an advertising copy, call for action is instruction to the audience to provoke an immediate response.
10. Copy testing is done with large audience.

Q2A: Define Advertising. Explain the features of advertising. (08 Marks)

Q2B: Explain the benefits of advertising to Manufacturers, Retailers, Consumers, Middlemen and Society at large. (07 Marks)

OR

Q2C: Explain the Hierarchy Effects Model and Means-End Theory. (10 marks)

Q2D: Write a note on the Types of Advertising. (05 marks)

Q3A: Explain the integration of advertising with other communication tools. (08 Marks)

Q3B: Define Advertising Agency. List the types of advertising agencies. (07 Marks)

OR

Q3C: Explain the Product Brand Policy (08 Marks)

Q3D: What is the Role of Advertising in PLC? (07 Marks)

Q4A: Define Copywriting. List the types of advertisement copy. (08 Marks)

Q4B: What is the role of different elements of ads? (07 Marks)

OR

Q4C: Define headline w.r.t. print advertisements. List the type of headlines. (08 Marks)

Q4D: Define Layout and list the essentials of an effective layout. (07 Marks)

Q5A: List the methods of testing advertising effectiveness. (08 Marks)

Q5B: Define Advertising Budget and explain the methods of budgeting. (07 Marks)

OR

Q5C: Short Notes [Attempt any 3] (15 Marks)

- i. Buying Motives
- ii. Puffery
- iii. Type of Headline
- iv. Advertising Campaign
- v. Brand Positioning