



Synoptic Answers

UNIVERSITY OF MUMBAI

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SEMESTER IV- ADVERTISING II

QUESTION PAPER CODE NO. 70564

MARKING SCHEME

INSTRUCTIONS- for question numbers 2-5

A. For all concepts:

- For perfect definition/ explanation of the concept award 1 ½ marks.
- For moderate explanation of the concept award 01 mark
- For poor and unclear explanation award ½ mark.

Note- wherever definitions are asked, 1 ½ marks should be awarded only if standard definition by any author is mentioned.

B. For text and long answers:

- 6-8 relevant points with perfect explanation, award 4 ½ - 5 ½ marks
- 6-8 relevant points with moderate explanation award 3-4 marks
- Adequate number (4-5) of relevant points with poor explanation award 2-3 marks
 - Inadequate number (less than 4) of relevant points with proper explanation award between 1-3 marks
 - Inadequate number (less than 4) of relevant points without proper explanation award between 1-2 marks.
 - For questions where there are no concepts/definition, minimum of 8-10 points to be mentioned and a maximum of 7 may be awarded for a perfect answer.
 - **For short notes, at least 4-5 relevant points with appropriate explanation should be given to secure 4 marks.**

Note 1 Marks should be rounded off after totaling the 2 sub answers of each question only.

2. The model answers given below are indicative. Any other relevant answer should be assessed appropriately.

(A) Select the most appropriate answer from the options given below (Any Ten) (10)

- 1) Print advertising allows consumers to understand ads and refer to them at leisure.
- 2) Zipping and zapping are associated with **Television** advertising.
- 3) Viral message on mobile phones medium has an advantage in terms of cost effectiveness with maximum reach.
- 4) DAGMAR model was conceptualised by Russell Colley
- 5) The all-you-can-afford method of deciding the ad budget is best for Pitambari Group company.

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- 6) **Target market** factor is considered while selecting media.
- 7) In advertising, **Creative brief** is prepared by the client for the agency's creative team.
- 8) **Rational** appeals contain basic facts about the product so as to justify why audience should buy that specific brand.
- 9) Middle class family buying its first car, is considered as a **high** involvement product.
- 10) "Darr ke aage jeet hai" is the slogan used by the brand **Mountain Dew**
- 11) Advertising of travel destinations use **any of these** execution style.
- 12) Advertising campaigns need to be pre-tested to find out the **communication** effect on target market.

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

- a) **False** : 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.
- b) **True** : Google has become a major advertising medium in modern times.
- c) **True** : All Storyboards for television advertising need to follow the Doordarshan Code for getting approved.
- d) **True** : The ultimate objective of all advertising is to sell the brand.
- e) **False** : Clients follow a uniform approach for setting ad budgets on various media.
- f) **True** : Media planning process involves strategy and is a lengthy process.
- g) **False** : Incubation is a technique of Visualisation.
- h) **False** : USP stands for Unique Sale Promotion .
- i) **True** : Buying Coca Cola is a low involvement brand purchase.
- j) **True** : Body Copy is considered the soul of advertising.
- k) **False** : Advertising of Beauty Products usually use animation type of execution style.
- l) **True** : Order of merit rating is one of the way used for conducting Consumer Jury Test

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Q 2. Answer any two of the following :

(15)

a) What are the disadvantages of Out Of Home (OOH) advertising?

Waste coverage: Limited message capabilities: Useless Lengthy appeals: It creates only visual effects: It conveys limited information: No action Value: High cost: Easy to overlook: Environmental clutter: Creative limitations

b) Explain the various forms of Internet advertising.

Rich media: Electronic Billboard: Web page media: Interstitial: Superstitials: Pop-up ads: A button ad: Banner ad: Email: Advertorial ad: Affiliate ad: Sponsorship ad: Search Engine ad: Meta ad: Viral ad: Audio Advertising: Podcasts: Internet radio and live streaming: Mobile Media:

c) Briefly describe ABC as a tool of media regulation.

ABC: Audit Bureau of Circulations (ABC) Briefly describe ABC as a tool of media regulation. History: Bureau's Council Members: The main function: ABC certificates: Vital statistics: Impartial Audit: ABC & Ad Agency: ABC & Advertisers: ABC & Organiser

3. Answer ANY TWO of the following:

(15)

a. "An Advertising Campaign is prepared systematically by taking several steps. "

Discuss

Ans: Market analysis - Target Market - Determining objectives of the campaign - Ad budget - Deciding the theme and the message for the ad campaign - Co-ordinating with other marketing efforts - Media selection - Media schedule - Approval from the client and execution of the plan - Follow-up / Evaluating the effectiveness of the campaign.

b. Explain the media objectives that are important in advertising.

Ans: Media objectives –reach, frequency, Gross Rating Point (GRP). Reach refers to the number of people the advertising plans to reach and Frequency refers to the number of times the advertising will reach to people. GRP is the weight of media schedule, calculated by multiplying reach and frequency

c. Briefly explain the various media scheduling strategies.

Ans: Flighting, Pulsing, Steady or continuity, Bursting, Seasonal, Teaser step up, Teaser step down etc.

4. Answer ANY TWO of the following:

(15)

a) Explain the various techniques of Visualisation.

Ans: Meditation, Brainstorming, Divergent thinking, analysing competitive ads, rough layouts, observation, metaphor, free association etc.

b) Explain various aspects of selling points.

Selling points are the features of the product or the service. These may include Size, Uses, Price, Technology, Style, Gurantee, Warrantee, Quality, image of company, age of company, after sales service.

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c) Discuss advantages and limitations of celebrity endorsements in advertising..

Ans: Advantages : High recall, awareness, useful in times of crisis to fight negative attitude, competitive edge, useful for new brands, credibility, brand building, positive brand image, useful for social advertising, emotional connect with audience etc.

Limitations : Vampire effect, expensive, celebrity clutter, too many brand endorsements by popular celebrities, scandals and negative impact of celebrities, lack of professionalism etc.

5. Answer ANY TWO of the following:

(15)

Q a) What is the importance of illustrations in advertising?

Ans:

1. Attract attention
2. Convey message quickly
3. To Dramatize the headline
4. To dramatize the story
5. To demonstrate the product
6. Symbolises the quality
7. To overcome language barrier
8. To convey message effectively
9. To create lasting impact
10. To bring reality to ad
11. To secure action from customers

b) "Jingles and Music are effective in advertising of FMCG brands." Do you agree?

Discuss.

Yes, we agree with this statement. Jingles and music play significant role in making advertisement memorial and also make people remember the brand for a long time.

Good sound effects that relate to the product enhance emotional appeal. Ads with suitable music are more likely to be remembered and acted upon.

Importance of Jingle and music in advertising FMCG brands

1. Attract attention
 2. Creates good impact on minds of audience
 3. memory / recall value
 4. Differentiate brand from competitors brand
 5. Repetition
 6. Convey feeling and moods such as Joy, fear etc.
 7. Enhances brand image
 8. Enhances brand loyalty
 9. Enhances brand equity
- Some examples:- Lifebuoy, Norma, Vicks, Bajaj, Lijjat Papad, Zandu Balm etc.

Q5(c) Post testing methods:-

1. Enquiry / coupon response method
2. Readership survey test method
3. Recognition testing method
4. Recall testing method
5. Sales and response test method
6. Attitude and opinion tests method

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

(20)

1. Limitations of print media

Declining popularity, lack of audio and video, reaches only to literates, suffers from clutter, limited creative option, limited life etc.

2. Importance of media research

Media Research is the study of the effects of the different mass media on social, psychological and physical aspects. Research survey that segments the people based on what television programs they watch radio they listen and magazines they read.

Importance: Scientific information: Preparation of long range plans: Tool of MBO: Audience fragmentation: Find out behaviour pattern of the customers: Market segmentation: Evaluate problems: Extensive use of Computers: Relation in media and society:

3. Any three methods of setting an advertising budget

Ans: Percentage of sales method, unit of sales method, competitive parity, objective task method, market share method, all you can afford etc.

4. Types of endorsers

Ans: celebrities, experts, CEOs or owners, typical or common people,

5. Principles of effective layout

1. Unity
2. Balance of elements
 - a. Formal balance
 - b. Informal balance
3. Focus on dominant element
4. Contrast
5. Proportion Of space
6. Eye movements
 - a. Gaze movements
 - b. size
 - c. Pointing devices
 - d. Cartoon
7. Right atmosphere
8. Simplicity
9. Readability
10. Use of white space

6. Concept of storyboard

Meaning

Story board refers to a series of drawings of different visual scenes and the description of the audio part that is associated with each scene.

So the story board is usually a preparation of actual video shoot. Storyboard captures events sets and characters that will appear in the video.

Benefits

1. Elements
2. Approval
3. Develop ideas
4. Planning
5. Production etc.