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64350
SYBMS Semester III – Advertising Set II Solution

Duration – 2.5hrs

Total Marks- 75

Note: 1. Attempt all the questions.

2. Figures to the right indicate full marks.

Q 1. A. Fill in the blanks with the appropriate answer from the alternatives given. (Any 8) (8)

- (1) Consumer advertising is **informative**. (informative, misleading, vision)
- (2) Shock ads are **controversial**. (factual, informative, controversial, passive)
- (3) **Art** department prepares layout , illustrations, pictures for making attractive advertisements. (Production, Copy, Account, Art)
- (4) **Direct marketing** takes place when the seller and the consumer deals with each other directly. (Public relations, Direct marketing, Advertising)
- (5) **Publicity** can either be favourable or unfavourable. (Publicity, Direct selling, Sales promotion)
- (6) **Body copy** refers to main advertising message communicated to readers. (Body copy, Headline, sub headline)
- (7) **Layout** means arrangement of elements of an advertisement. (Layout, Headline, Illustration)
- (8) In **unit of sales** method the calculation of budgeting is made as per the units sold or the total volume of sales taken place. (unit of sales, percentage of sales, go for broke)
- (9) E-choupal is a business initiated by **ITC**. (HUL, ITC, Government of India)
- (10) At **withdrawal** stage the product is out from the market. (introductory, growth, maturity, withdrawal)

Q1. B. State whether the following statements are true or false. (Any 7) (7)

- (1) Advertising is unpaid form. **False**
- (2) In consumer ads focus is given on building institution image. **False**
- (3) Direct marketing is also called as zero level of marketing. **True**
- (4) During maturity stage the product demand falls in the market. **False**
- (5) In AIDA, A stands for abstract. **False**
- (6) Consumer Jury method is a method of pre testing of advertising effectiveness . **True**
- (7) At introductory stage of PLC, the company plans to create product awareness in the market. **True**
- (8) Consumer advertising is targeted at consumers at large. **True**
- (9) ASCI stands for Advertising society connected issues. **False**
- (10) Post testing of advertisement is done after launch of advertisement. **True**

Q 2. A. Define advertising and explain its features. (7)

Paid form, non personal presentation, identified sponsor, builds goodwill, provides information, target oriented, provides awareness, arts, science and profession

B. Write a note on 5 Ms of advertising. (8)

Mission, Money, Message, Media, Measurement

Or

Q 2. A. Explain the different types of advertising. (7)

Consumer advertising, Institutional advertising, Industrial advertising, Classified advertising, National advertising.

B. Write a note on Shock ads.

(8)

Shock ads are controversial, disturbing, explicit, provocative ads. These ads are known to provide high impact and better recall. Shock ads must not be repulsive.

Q 3. A. Point out the importance of packaging in advertising.

(7)

Attracts consumers, provides information, safety to goods, convenience to consumers, avoids spoilage, preservation of quality.

B. Write a note on functions of advertising agency.

(8)

Account function, creative function, production function, research function, art function, copy writing function.

Or

Q 3. A. Suggest the essentials of effective layout.

(7)

Proportion, Balance, Contrast, Movement, Simple, Right atmosphere, Unity.

B. What are the features of ad budgeting ?

(8)

Direction to advertising expenditure, Facilitates advertising planning, Acts as controlling device, Introduce rational approach in advertising, Facilitates evaluation of advertising.

Q 4. Bring out the different types of ad budgeting .

(15)

Fixed guideline, Task method, Subjective method

Or

Q 4. A. Create a layout showing different elements of copy to promote energy drink as a product. (7)

B. Explain the essentials of a good copy .

(8)

Brief, Simple, Specific, Personal, Interesting, Reference to buying motive, Interesting, integration of elements.

Q 5. Write short notes on:

(15)

a. Functions of layout – Final appearance, Arrangements of different elements, Estimate cost, Attracting attention, Publicity to the product, Printing instruction, Incorporate changes.

b. Types of advertising agencies – Full service, specialist, modular, creative boutique, Global, Media buying, Direct response

c. Global advertising

Or

Q 5. A. Illustrate the principles of copywriting for print.

(7)

To prepare attractive layout of the copy, To make copy true and believable, To give attention to the product, To make copy brief and concise, To make the words, headline simple, clear, easily understandable.

B. State and explain the pre testing methods of testing effectiveness of advertisement.

(8)

3

Check list method, Concept testing, Sales area test, Portfolio test, Broadcasting ads method, Projective techniques, Consumer jury method