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~~Q.P. Code : 53697~~

Sub code: 79414

Set 2 - Answer Key

Q.P. Code 53697

S.Y.B.A - Advertising Semester - III Set 2

**Q.1A. Select the most appropriate answer from the options given below:**

- a) Professional
- b) Direct Marketing
- c) handbills
- d) Animation
- e) sound artists
- f) idea
- g) Advocacy
- h) Television
- i) Airtel mobile network ad
- j) Sponsorship
- k) Client Turnover
- l) unethical

**Q.1B. State whether the following statements are True or False:**

- a) True
- b) True
- c) False
- d) False
- e) True
- f) False
- g) False
- h) False
- i) True
- j) False
- k) False
- l) False

**Q.2 a) Role of advertising in IMC:** 1) Advertising and Sales promotion 2) Advertising and Sponsorship 3) Advertising and Personal selling 4) Advertising and Public relations 5) Advertising and Publicity 6) Advertising and Direct marketing

**b) Active participants in advertising process:** 1) Advertisers 2) Audience 3) Advertising agency 4) Advertising media 5) Advertising Production firms 6) Government

**c) Classification of advertising on the bases of geographic area:** Local, Regional, National and International

**Classification of advertising on the basis of functions:** 1) Direct action and Indirect action 2) Primary and selective 3) Product and Institutional

**Q.3 a) Types of ad agencies:** 1) Full Service Agency 2) In-house Agency 3) Creative Boutiques 4) Mega Agencies 5) Modular Agencies 6) Media Buying Agencies 7) Interactive Agencies 8) Specialist Agencies

**b) Creative Pitch:** Meaning and steps involved-locate clients, research, discussion with client, outline of pitch, making the pitch and follow up.

**c) Skills required for a career in Advertising Agency:** 1) Educational qualification 2) Communication skills 3) Confidence 4) Stress management 5) Pleasing Personality 6) Time management 7) Persuasion or Negotiation skills

**Q.4a) Economic effects of Advertising on Monopoly and Competition-** 1) Product differentiation 2) Barriers to entry 3) Economies of scale 4) Huge resources 5) Media packages 6) Increases Competition 7) Increases demand 8) Brand switching

**b) Unethical advertising and various forms of unethical Advertising:** Meaning- Unethical advertising is untruthful advertising and misleading. Forms Unethical advertising: 1) Exaggeration 2) Misrepresentation 3) Misuse of testimonials 4) False statistics 5) Total Lies 6) Vulgar advertising 7) Surrogate advertising 8) Advertising of harmful products

**c) Role of ASCI in self regulation-** It was set up in 1985 by the Advertising industry. It has adopted a code of self regulation in Advertising.

1) Ensure truthful advertisements 2) Public decency in advertising 3) Responsibility of advertisers 4) Responsibility of ad agencies 5) Responsibility of media 6) Observes fairness in competition 7) Wide publicity to the code 8) Code and Law 9) code and consumers 10) Code and children

**Q.5a) Role of advertising in developing Brand image:** 1) Brand awareness 2) Brand ambassadors 3) brand personality 4) Brand loyalty 5) Symbols 6) Media selection 7) Sponsoring of events 8) After sales service etc.

**b) Corporate image advertising:** Meaning, Purpose, nature, aspects and undertaken by whom

**c) Execution styles of ads:** 1) Factual message 2) evidence 3) demonstration 4) Comparison 5) Testimonials 5) real or animated 6) Dramatization 7) Humour 8) Musical etc.

**Q.6a) Benefits of advertising:** Consider any 5 to 6 points: 1) Introduction of new products 2) Convenience to consumers 2) Education of the consumers 2) Increases sales 3) Expansion of market 4) Economies of scale 5) Act as a remainder 6) Lowers product price 7) face competition 8) Increases goodwill 9) Supports salesmanship 10) Creates brand image

**b) Communication Process in advertising:** Elements: 1) Sender 2) Message 3) Medium 4) Receiver

**c) Trends in media:** 1) Online advertising 2) Digital media advertising 3) Social media 4) Interactive media 5) Advertainment 6) Convergence of media 7) Audience tracking

**d) Agency Compensation-** 1) Commission 2) Agency fees 3) Agency charges 4) Incentive based Compensation 5) Cost-plus System

**e) Green advertising- Meaning)** Purpose 2) Display of certificates 3) Claims made- Free of claim, Non-toxic, ozone friendly, Biodegradable, Recyclable, Renewable claims 4) Social responsibility 5) Guidelines

**f) AIDA model developed by E.K Strong-** A: Attracting Attention, I: Arousing Interest D: Creating Desire and A: Securing Action