

[Time: 3.00 Hrs]

[Marks: 100]

Please check whether you have got the right question paper.

- N.B:
1. All question are compulsory.
 2. Figures to the right indicated full marks.
 3. Student answering in the regional language should refer should refer in case of Doubt tor the main text of the paper in English.

Q.1 Multiple Choice Questions:

(A) Fill in the blanks choosing the correction option (Answer **Any 10** Questions): (10)

1) The best- known and most widely discussed form of promotion is _____.

- a) Personal Selling
- b) Sales Promotion
- c) Direct Marketing
- d) Advertising

2) Print advertising is sometimes also called _____.

- a) Business Advertising
- b) Press Advertising
- c) Electronic Advertising
- d) None of Above

3) From the perspective of sales, advertisement are required for _____.

- a) Profit
- b) Loss
- c) Increasing Sales
- d) Decreasing Sales

d) Career options

d) Digital Media Advertising

d) Product placement

c) Direct

12) _____ advertising is done by local merchants to encourage consumers to shop at a specific store, use a local service, or patronize a particular establishment.

- (B) State Whether TRUE or FALSE (Answer **Any 10** Questions): (10)

- 1) As marketers embraced the concept of integrated marketing communication, they began to reply primarily on media advertising.
- 2) Business to business advertising is limited to industrial goods services such as insurance & finance and banking are not included in this category.
- 3) The Choice of medium of advertisement depends on the contents of the message.
- 4) Client turnover has negative effect on the agency as it adversely affects it's image & also it's revenue.
- 5) under the cost plus system, the agency pays the bill on behalf of the advertiser during it's difficult period.

12) Sales promotions targeted at the ultimate users of a product, such as sampling, Coupons, contests or sweepstakes as part of trade-oriented sales promotion.

C) Explain the role of Advertising in marketing mix.

A) What is creative pitch? Explain the steps in preparing creative pitch.

- B) What do you mean advertising Agency? Explain the features of Advertising agency.
- C) Elaborate the types of Advertising agencies.

Q.4 Answer **Any Two** of the following questions: (15)

- A) What is Pro Bono Advertising (Social Advertising)? State it's advantages
- B) Explain the importance of self-regulation laws in consumers protection.
- C) Explain the economic effect of advertising on production & distribution cost.

Q.5 Answer **Any Two** of the following questions: (15)

- A) Explain the role of advertising in developing brand image?
- B) What is rural Advertising? State features of rural Advertising.
- C) Discuss the AIDA Model.

Q.6 Write short notes **Any Four** of the following: (20)

- A) Advantages of Accreditation
- B) Benefits to a business firm
- C) Political Advertising.
- D) Advantages of Branding.
- E) Green Advertising
- F) Corporate Image Advertising.

[वेळ: 3.00 तास]

[गुण: १००]

कृपया तुम्हाला योग्य प्रश्नपत्रिका मिळाली आहे का ते तपासा.

सूचना: १. सर्व प्रश्न अनिवार्य आहेत.

२. उजवीकडील आकडे पूर्ण गुण दर्शवतात.

३. प्रादेशिक भाषेत उत्तर देणाऱ्या विद्यार्थ्यांनी

शंका असल्यास इंग्रजीतील पेपरच्या
मुख्य मजकुराचा संदर्भ घ्यावा.

प्र. १ अ. योग्य पर्याय निवडून रिक्त जागा भरा (कोणत्याही 10 प्रश्नांची उत्तरे द्या): (१०)

१) प्रमोशनचा सर्वोत्कृष्ट आणि सर्वाधिक चर्चिला जाणारा प्रकार म्हणजे _____.

(अ) वैयक्तिक विक्री

(ब) विक्री प्रोत्साहन

(क) थेट विपणन

(ड) जाहिरात

२) छापील जाहिरातींना कधीकधी _____ असेही म्हणतात.

(अ) व्यवसाय जाहिरात

(ब) प्रेस जाहिरात

(क) इलेक्ट्रॉनिक जाहिरात

(ड) वरीलपैकी काहीही नाही

३) विक्रीच्या दृष्टीकोनातून, _____ साठी जाहिरात आवश्यक आहे.

(अ) नफा

(ब) तोटा

(ब) मास-मीडिया जाहिरात

(क) ऑनलाइन मार्केटिंग

(ड) उत्पादन प्लेसमेंट

११) जाहिरात ही जनसंवाद आहे जी जनतेला संबोधित करते आणि ती _____ संप्रेषणाचा एक प्रकार आहे.

(अ) वैयक्तिक

(ब) वैयक्तिक नसलेले

(क) थेट

(ड) अप्रत्यक्ष

१२) _____ जाहिरात स्थानिक व्यापाऱ्यांद्वारे ग्राहकांना विशिष्ट स्टोअरमध्ये खरेदी करण्यासाठी, स्थानिक सेवा वापरण्यासाठी किंवा विशिष्ट आस्थापनाचे संरक्षण करण्यासाठी प्रोत्साहित करण्यासाठी केली जाते.

(अ) व्यापार

(ब) व्यावसायिक

(क) थेट-प्रतिसाद

(ड) किरकोळ

(ब)चूक किंवा बरोबर ते सांगा)कोणत्याही १० प्रश्नांची उत्तरे द्या: (

(१०)

१) विपणकांनी एकात्मिक विपणन संप्रेषणाची संकल्पना स्वीकारल्यामुळे, त्यांनी मुख्यत्वे माध्यम जाहिरातींना प्रतिसाद देण्यास सुरुवात केली.

(24)

- (३५)

- (24)

- (24)

- X0279Y4CF1DEX0279Y4CF1DEX0279Y4CF1DEX0279Y4CF1DE

(20)

- अ) मान्यताचे फायदे
ब) व्यावसायिक फर्मला लाभ
क) राजकीय जाहिराती.
ड) ब्रँडिंगचे फायदे.
इ) ग्रीन जाहिरात
ई) कॉर्पोरेट प्रतिमा जाहिरात.