

B.E. PRINTING ENGINEERING FOURTH YEAR SECOND SEMESTER – 2018

Subject : ADVERTISING

Time : 3Hr.

Full Marks : 100

Group A Answer any 2 questions Total marks 30

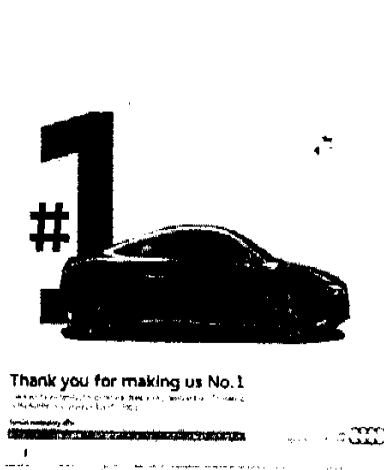
1. Show advantages and disadvantages associated with different advertising media. 15
2. a) Show the different content-wise classifications of advertisements. 10
b) Show the triangular model of communication. 5
3. a) Show the different models of advertising appropriation. 8
b) Show comparison between television, radio and newspaper as advertising media. 7

Group B Answer any 2 questions Total marks 30

4. a) Describe the different ways the advertising can go deceptive. 9
b) Describe the branding ladder. 6
5. a) Describe the different functions of ad agency. 7
b) Describe different methods of print ad effectiveness measure. 8
6. a) Describe the different motivational appeals of advertisements. 8
b) Describe different pulses of media scheduling with suitable examples. 7

Group C Answer any 2 questions Total marks 30

7. Categorize the following ads with justification in terms of the *thematic classifications of message*. 15



(a)



(b)



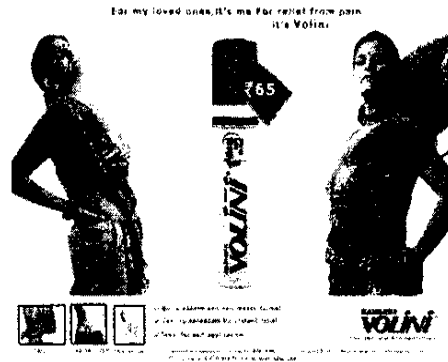
(c)

8. Categorize the following ads with justification in terms of *basis of segmentation*.

15



(a)



(b)



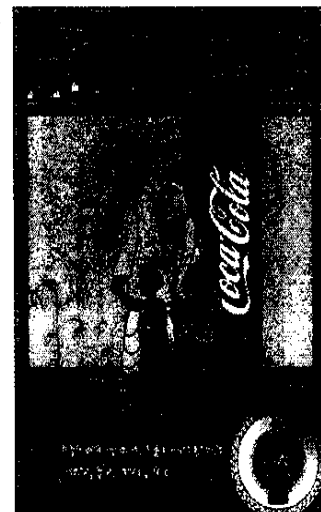
(c)

9. Categorize following ads with justification in terms of *types of advertisement*.

15



(a)



(b)



(c)

Group D

Answer any 1 question

Total marks 10

10. Recognise with justification the possible communication model that may be adopted for "*a new sports bike range launched by a renowned motorcycle manufacturer in country*". 10
11. Recognise with justification the probable advertising media selection and scheduling may be adopted for "*a new health drinks to be launched in India by a renowned international brand*". 10