SHRI. S. H. KELKAR COLLEGE OF ARTS COMMERCE & SCIENCE, DEVGAD.

DATE: - 05/04/2023 CLASS: - SYBCOM SEM IV SUB: - Advertising -II (UBCOMFS.IV) TOT. MARKS -100

Time: 3 Hrs.

N.B. 1. All questions are compulsory 2. Figures to the right indicate full marks

Q. 1 a) Fill in the blanks with the appropriate option given in the bracket. (Any Ten) [10]

1 ----- certifies and audits the circulation of major publication.

(ABC, INS, ASCI, None of the above)

2 Advertising through SMS and MMS is a form of ----advertising.

(Radio, outdoor, digital, None of the above)

3 -----publication has the highest average issue readership in India.

(Dainik Bhaskar, Hindustan times, Dainik Jagaran, None of the above)

4 Film advertising is more-----in impact.

(Soothing, lasting, attractive, None of the above)

5 In India, Television was launched in the year-----

(1949, 1959, 1969, None of the above)

6 Internet is an economical for ----- advertising.

(local, national, global, None of the above)

7 Ad campaign consists of a -----of advertisement.

(group, series, part, None of the above)

8 ---- means planning the advertising expenditure.

(advertising budget, media planning, DAGMAR, None of the above)

9 ----is/are a/the media objective.

(MRP, TRPs, GRPs, None of the above)

10 Availability of -----influences the amount of ad budget.

(Products, Funds, Media, None of the above)

11 ---- means number of times the target audience is exposed to the message within a specific period. (Reach, Frequency, GRP, None of the above)

12 Creativity establishes----of the products.

(Shape, Essence, Identity, None of the above)

b) State True or False (Any Ten)

[10]

- 1. Radio advertising lacks reference value.
- 2. Product demonstration is possible in newspaper advertising.
- 3. Marketing through social media is expensive.
- 4. Online is a form of outdoor advertising.
- 5. The terms reach and frequency are synonymous.

6.Magazine ads have a higher reference value.	
7. Television is the fastest growing medium of mass communication in India.	
8. Advertising theme is the central idea of an advertising campaign.	
9. Creativity makes the advertisement memorable.	
10. Appeal means a command to the target audience to buy the product.	
11. Hoardings is a form of outdoor advertising.	
12. Television advertising is one of the oldest form of advertising	
Q.2. Answer any two from the following.	[15]
a) Explain the advantages & Disadvantages of Newspapers advertising?	
b) What is outdoor advertising? What are its advantages & disadvantage?	
c) What is internet advertising? what are its forms?	
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Q.3. Answer any two from the following.	[15]
a) Explain the concept of advertising campaign.	
b) What are the factors affecting advertising budget?	
c) What are the factor to be consider while selecting Melia?	
Q.4. Answer any two from the following.	[15]
a) What is visualization? What are technique's of visualization?	
b) What are advertising appeals? Explain its types.	
c) What are high involvement product? What are its features.	
0.5 Answer any two from the following	F4 #1
Q. 5 Answer any two from the following.a) What is copy in advertising? What are its elements?	[15]
b) What are the various execution of styles of ads?	
c) What is part testing of advertising effectiveness? What are its objectives?	
Q.6. Write shorts notes on (Any four)	[20]
1. Jingles	[20]
2. Low involvement product	
3. Media Planning	
4. Film Advertising	
5. Celebrity Endorsement.	
6. Television Rating points	