

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.

