



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

DATE :- 25/10/2023 CLASS :- SYBCOM SEM III SUB :- Advertising -I (UBCOMFS.III) 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 In _____, presentation of goods and services is made before customers for selling the product.
(Publicity, Personal selling, Sales Promotion, None of the above)
- 2 _____ means offering monetary support in return for agreed benefits.
(Publicity, Sponsorship, Advertising, None of the above)
- 3 _____ is a paid form of mass communication.
(Advertising, Publicity, Salesmanship, None of the above)
- 4 _____ manages reputation of an organisation..
(Direct marketing, Public relations, Sales promotion, None of the above)
- 5are considered synonymous with slogans.
(Taglines, Headlines, Logo)
- 6 _____ is the fastest growing media for advertising.
(Television, Radio, Internet, None of the above)
- 7 _____ advertising is also known as Probono advertising.
(Primary, Social, Trade)
- 8 The Indian advertising industry is regulated and controlled by.....
(SEBI, DAVP, ASCI)
- 9advertising has a longer life
(TV, Magazine, Radio)
- 10 The highest advertising spend is on.....
(Television, Internet, Press)
- 11 _____ means communication through visuals.
(Animation, Graphic designing, Voice-over, None of the above)
- 12advertising focuses on the achievements of the organization.
(Product, Institutional, Political)

b) State True or False (Any Ten)

[10]

1. Telemarketing is a form of direct marketing.
2. Sales promotion techniques benefits in the short term.
3. Only service are Advertise for.
4. The creative service department is the heart and soul of the advertising agency.
5. It is mandatory for advertising agencies to obtain accreditation.
6. Media buying agencies specialize in creative services.
7. Tele marketing means communication through visuals.
8. Advertising has negative and positive impact on the society.
9. Unethical advertising helps the organization in the long run.
10. Advocacy advertising is aggressive.
11. Brand crisis is not beneficial to the firm.
12. Brand equity and Brand personality are synonyms terms.

Q.2. Answer any two from the following.

[15]

- a) Define advertising? What are its features.
- b) Classify advertising on the basis of media and target audience.
- c) Explain the benefits of advertising to business firms and to consumers.

Q.3. Answer any two from the following.

[15]

- a) Explain the services provided by advertising agency.
- b) What are the different agency compensation methods.
- c) What are the unique skills required for a career in advertising?

Q.4. Answer any two from the following.

[15]

- a) Discuss ethical and social issues in advertising.
- b) Explain the various forms of unethical advertising.
- c) Discuss the role of ASCI in self-regulation.

Q.5 Answer any two from the following.

[15]

- a) Explain in details the communication process in advertising.
- b) Discuss the AIDA model.
- c) What is Political advertising? What are its features.

Q.6. Write short notes. (Any four)

[20]

- 1. National advertising.
- 2. Unethical advertising.
- 3. Creative services provide by advertising agency
- 4. Full service agency
- 5. Green advertising.
- 6. Brand Crises

