Birla Institute of Technology and Science, Pilani

II Semester 2016-17

Mid Semester Examination

**GS F224: Print and Audio Visual Advertising**

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MM: 30 Duration : 90 mnts 8 March 2017

Q1) Fill in the blanks with the most appropriate answer:  **5**

1. is the logo of --------------------------------
2. Just after Physiological needs come-------------------------in Maslow’s need based triangle.
3. “Open Happiness” is an advertising initiative of ----------------
4. Advertising has its origin in the latin word advertere which means ----------------------
5. A statement made by the satisfied consumer about the efeectiveness of the brand is known as---------------------------
6. Like No Other is the baseline for ----------------------------------
7. Piyush Pandey is associated with the Ad agency called---------------
8. An appeal that is based on facts, arguments and numbers is called-----------------appeal.
9. The legitimate exaggeration in advertising is called------------------
10. The use of a remote TV control device to change channels and switch away from channels is called-------------------------------------

Q2) Explain the following terms with examples in about 200 words for each: **12**

1. Celebrity endorsement
2. USP
3. Teaser Ads
4. SWOT analysis

Q3) Design an advertising idea in line with AIDA model and promote a book entitled 'Happiness Forever'. State your plan strictly based on AIDA model covering all the four elements clearly.

**(2x4=8)**

Q4) Voice is the soul of Radio messaging! Provide and explain five aspects of voice that enhance the advertising message and offer variations in terms of recording the message.  **5**

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