

- Q.24 Explain the different type of advertising copy.
- Q.25 Mention the characteristics of a good advertisement manager.
- Q.26 Explain media planning process in short.
- Q.27 Explain the negative effects of advertising appeals.
- Q.28 Write a short note on advertising budget.
- Q.29 How we can test the effectiveness of advertising. Explain.
- Q.30 Write a short note on international advertising.
- Q.31 Write down the techniques of layout.
- Q.32 What do you mean by negative headline? Explain.
- Q.33 Explain the role of advertising agency.
- Q.34 discuss the importance of advertisement.
- Q.35 What are the various types of media for advertisement?

#### **SECTION-D**

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.36 What do you mean by media planning? Explain the factor effecting media planning ?
- Q.37 Discuss in detail the recent trends and developments in advertisement sector.
- Q.38 What is advertising budget? Discuss various steps involved in preparing an advertising budget.

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**5th Sem / Branch : DBM. DBM (IPM)**  
**Sub.: Advertisement Management**

Time : 3Hrs. M.M. : 100

#### **SECTION-A**

**Note:** Multiple choice questions. All questions are compulsory (10x1=10)

- Q.1 What motives an advertisement have?
- a) To influence masses
  - b) To promote the sale of product
  - c) Both A & B
  - d) None
- Q.2 \_\_\_\_\_ are short catchy phrases that communicate/ information about the brand.
- a) Slogans
  - b) Logo
  - c) Characters
  - d) Packaging
- Q.3 Advertising that stresses and persuades immediate buying of the product is known as?
- a) Commercial advertising
  - b) Direct action advertising
  - c) Product advertising
  - d) Primary demand advertising
- Q.4 Any paid form of non-personal presentation of goods, services or ideas by an identified sponsor is?
- a) Personal selling
  - b) Advertisement
  - c) Sales promotion
  - d) Publicity

- Q.5** Objections against advertising are?
- It is not productive
  - It forces people to desire and buy things which, in fact, are not within their means
  - It increases the cost of goods
  - All the above
- Q.6** A display in retail outlet is called
- Money based sales
  - Selfliquidating promotion
  - Direct marketing
  - Point of sale
- Q.7** Advertisement benefits
- Manufacturers
  - Consumers
  - Wholesalers and retailers
  - All the above
- Q.8** AIDA stands for Attention \_\_\_\_\_, Desire and \_\_\_\_\_.
- Interest; Action
  - Idea, Approach
  - Intensity; Appeal
  - Involvement appeal
- Q.9** Keeping consumers thinking about the product is the objective for which type of advertising?
- Informative advertising
  - Psychological advertising
  - Reminder advertising
  - Persuasive advertising
- Q.10** Which is not the basic four Ps of marketing?
- Promotion
  - Public
  - Programme
  - Place

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- ### **SECTION-B**
- Note:** Objective type questions. All questions are compulsory. (10x1=10)
- Q.11 Positioning of brand is also an objective of advertisement. (True/False)
- Q.12 Copy is a creative message written by a copywriter. (True/False)
- Q.13 Digital advertisement is an old trend. (True/False)
- Q.14 Impact of advertising is known as advertising effectiveness. (True/False)
- Q.15 Allocation of fund for advertising is advertising budget. (True/False)
- Q.16 Advertising strategy means how to compete with others. (True/False)
- Q.17 An Institute that handles the advertising function is known as advertising agency. (True/False)
- Q.18 Banners and posters are the part of electronics media. (True/False)
- Q.19 Advertising may be defined as promotion of an idea. (True/False)
- Q.20 Creative message is not essential of advertisement. (True/False)

- ### **SECTION-C**
- Note:** Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)
- Q.21 Highlight the main functions of advertisement.
- Q.22 What is the scope of advertising? Explain.
- Q.23 Differentiate between advertising and publicity.

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