

- Q.25 Name two types of media commonly used in advertising and briefly explain their characteristics.
- Q.26 What is the purpose of pretesting in advertising evaluation? Explain.
- Q.27 Describe major trend in international advertising.
- Q.28 What is the rationale behind conducting post-testing in advertising evaluation? Explain.
- Q.29 Define retail advertising and provide an example.
- Q.30 What is the primary goal of media planning in advertising? Explain.
- Q.31 Explain the concept of advertising appeals.
- Q.32 What are the main factors considered when developing a media strategy? Explain.
- Q.33 Briefly discuss benefits and limitations of advertising evaluation.
- Q.34 Differentiate between advertisement and publicity.
- Q.35 Define creative strategy in advertising and list its components.

#### Section-D

**Note: Long answer questions. Attempt any two question out of three Questions. (2x10=20)**

- Q.36 Describe the roles and responsibilities of an advertising manager. How do these roles contribute to the success of advertising campaigns?
- Q.37 Media planning is a crucial aspect of advertising. Discuss the steps involved in developing an effective media strategy.
- Q.38 Advertising effectiveness is essential for determining the impact of advertising campaigns. Discuss the progress testing methods used for advertising evaluation.

No. of Printed Pages : 4

Roll No. ....

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**5th Sem., Branch : DBM., DBM (IPM)**

**Subject : Advertisement Management**

Time : 3 Hrs.

M.M. : 100

#### SECTION-A

**Note: Multiple type Questions. All Questions are compulsory. (10x1=10)**

- Q.1 Which of the following is NOT a function of advertising?
- Building Brand Reputation
  - Providing after sales service
  - Creating brand awareness
  - Influencing consumer behaviour
- Q.2 What is the primary responsibility of an advertising agency?
- Manufacturing products
  - Selling advertising space
  - Creating and executing ad Campaigns
  - Conducting market research
- Q.3 What is the purpose of a layout in advertising?
- To determine the advertising budget
  - To plan the advertising schedule
  - To visualize the arrangement of elements in an ad
  - To negotiate with media channels
- Q.4 Which media type is typically more cost-effective for reaching a local audience?
- Rail
  - Bus
  - Aeroplane
  - Outdoor (Billboards)

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- Q.5 What is the primary goal of post-testing in advertising evaluation?
- To assess the effectiveness of an advertisement after it has been launched
  - To measure the impact of advertising on sales
  - To gather feedback and make improvements before launching the advertisement
  - To monitor the competition's advertising activities
- Q.6 Which trend is driving the shift towards digital advertising?
- Increased cost of traditional media
  - Decline in internet usage
  - Decreased targeting options
  - Reduced consumer reliance on technology
- Q.7 What is a common approach used for determining advertising budgets?
- Competitive parity
  - Fixed percentage of production
  - Arbitrary allocation
  - Random selection
- Q.8 Which type of advertising evaluation assesses the effectiveness of an advertisement before it is launched?
- Pretesting
  - Post testing
  - Progress testing
  - Competitive analysis
- Q.9 What is a characteristic of retail advertising?
- Targeting businesses rather than consumers
  - Promoting products of end consumers
  - Focusing solely on online channels
  - Ignoring pricing strategies
- Q.10 What is a challenge of international advertising?
- Standardization of advertising messages
  - Localization of advertising content
  - Limited cultural considerations
  - Homogenization of consumer preferences

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### Section-B

**Note: Objective type questions. All questions are compulsory. (10x1=10)**

- Q.11 Advertising agencies are primarily responsible for manufacturing products. (True/False)
- Q.12 Copy writing involves developing slogans and catchphrases for advertisements. (True/False)
- Q.13 Television commercials (TVCs) are a part of creative strategy in advertising. (True/False)
- Q.14 Media buying involves negotiating and purchasing advertising space or time. (True/False)
- Q.15 Competitive parity is a common approach used for determining advertising budgets. (True/False)
- Q.16 Pretesting in advertising evaluation assesses the effectiveness of an advertisement after it has been launched. (True/False)
- Q.17 Print media is generally less expensive for reaching a local audience compared to radio. (True/False)
- Q.18 Localisation of advertising content is necessary for international advertising. (True/False)
- Q.19 Creative process in advertising includes only the development of visual elements. (True/False)
- Q.20 Retail advertising primarily focuses on promoting products to end consumers. (True/False)

### Section-C

**Note: Short answer type Question. Attempt any twelve questions out of fifteen Questions. (12x5=60)**

- Q.21 Define advertising and briefly explain its objectives.
- Q.22 What are the key functions of an advertising agency?
- Q.23 Describe the creative process in advertising.
- Q.24 Explain the role of headlines in advertising.

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