

- Q.28 Write a short note on marginal revenue method of advertisement budget.
 - Q.29 What do you mean by illustration? Explain in detail.
 - Q.30 Write a short note on percentage of sales method of advertisement budget.
 - Q.31 Write a detail note on technique of layout.
 - Q.32 Write down a short note on different types of advertisement copy.
 - Q.33 Explain the advantaged of internet advertisement.
 - Q.34 Write a short note on media scheduling.
 - Q.35 Discuss the legal aspects of advertisement.

SECTION-D

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

- Q.36 Define advertisement. Explain various functions of advertisement detail.

Q.37 What do you mean by headline? Describe different types of headlines in detail.

Q.38 What is advertisement effectiveness? Explain the process of testing of advertisement.

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Roll No. /073431/031352M
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5th Sem / DBM, DBM (IPM)
Subject:- Advertisement Management

Time : 3Hrs. M.M. : 100

SECTION-A

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

- Q.1 Advertisement is not _____?

 - a) Beneficial to society
 - b) Beneficial to the company
 - c) Both a and b
 - d) None

Q.2 Advertisement is valuable for.

 - a) Manufacturer b) Retailer
 - c) Wholesalers d) All of the above

Q.3 Different types of media are.

 - a) Print b) Outdoor
 - c) Both a and b d) None

Q.4 Advertisement is influenced by _____ forces.

 - a) Economic b) Social
 - c) Technological d) All the above

Q.5 What is not the basic 4Ps of marketing?

 - a) Promotion b) Public
 - c) Manufacturing d) All the above

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- Q.6 Advertisement objectives include.
- a) Consumer learning b) Sale of product
 - c) Both a and b d) None
- Q.7 _____ are short catchy phrases that communicate/inform about the brand.
- a) Slogans b) Logo
 - c) Characters d) Packaging
- Q.8 Advertisement that stresses and persuades immediate buying of the product is known as.
- a) Commercial advertising
 - b) Direct action advertisement
 - c) Product advertising
 - d) Primary demand advertisement
- Q.9 Any paid form of communication is.
- a) Personal selling b) Advertising
 - c) Sales promotion d) Publicity
- Q.10 Publicity can be _____.
- a) Positive b) Negative
 - c) Both a and b d) None of these

SECTION-B

Note: Objective type questions. All questions are compulsory. $(10 \times 1 = 10)$

- Q.11 An advertisement is a _____ (Personal/ Public announcement)

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- Q.12 Print media is cost effective, having mass reach. (True/False)
- Q.13 Every publicity has a clear sponsor. (True/False)
- Q.14 Opinion leaders operate within a reference group and exert strong influence on others. (True/False)
- Q.15 Lack of feedback cannot be counted as a demerit of advertisement. (True/False)
- Q.16 Advertising adds to the sales promotion. (True/False)
- Q.17 Seeking customer's attention is one of the objectives of advertisement. (True/False)
- Q.18 Influencing customer's desire is one of the objectives of advertisement. (True/False)
- Q.19 Hoardings are indoor advertisement. (True/False)
- Q.20 TV can target mass audience. (True/False)

SECTION-C

Note: Short answer type questions. Attempt any twelve questions out of fifteen questions. $(12 \times 5 = 60)$

- Q.21 Explain the scope of advertisement.
- Q.22 Write down the importance of advertisement.
- Q.23 Write a short note on target audience.
- Q.24 Explain the benefits of advertisement of society.
- Q.25 Is advertisement justified? Discuss.
- Q.26 Discuss the social objection against advertisement.
- Q.27 Explain the factors affecting advertisement budget.

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