

- Q.25 Explain Advertising Appeals?
  - Q.26 List down various advertising media.
  - Q.27 How to decide testing of an advertising copy ?
  - Q.28 What is the meaning of Advertising? Explain the importance of advertising?
  - Q.29 Write a note on legal aspects of advertising.
  - Q.30 What are the various roles of Advertising Manager?
  - Q.31 What do you understand by Message Appeal?  
Explain different message appeals with the help of examples.
  - Q.32 Give 5 characteristics of Natures of advertising.
  - Q.33 How would you measure advertising effectiveness?
  - Q.34 What do you mean by TVC?
  - Q.35 What do you understand by Developing Media Strategies?

## **SECTION-D**

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

- Q.36 What are the different major media types? Explain their merits and demerits.

Q.37 What do you understand by advertising? Distinguish between Advertisement and Publicity

Q.38 Explain the different methods of determining advertising budget along with their merits.

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## **DBM**

### **Subject:- Advertising Management**

Time : 3Hrs. M.M. : 100

## **SECTION-A**

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

- Q.1 Which one of the following media would opt for promoting FMCG?

  - Industry-oriented magazines
  - TV
  - Internet
  - Presentations during trade fairs

Q.2 Which media has the highest value of reach in the Indian context?

  - TV
  - Newspaper
  - Radio
  - Magazines

Q.3 Reach refers to the percentage of

  - Customers in a targeted market
  - The population that advertisers consider
  - Customers in the targeted market who are exposed to an advertising campaign
  - Customers contacted (in person) in an advertising campaign

Q.4 The client of an advertising agency is called

- a) Customer              b) Major  
 c) Corporate              d) Account
- Q.5** Which one of the following is not a budgeting method in the context of advertising  
 a) All available funds method  
 b) Fixed Percentage Method  
 c) Competitive Parity Method  
 d) Objective and Task Method
- Q.6** Which one of the following is not a media vehicle?  
 a) Leaflet              b) TV  
 c) Conference Hall      d) Internet
- Q.7** Which of the following is not the scheduling method in the context of advertising?  
 a) Fighting              b) Massed  
 c) Continuity            d) Chequered Media
- Q.8** Advertising budget emanates from  
 a) Advertising Tenets  
 b) Advertising objectives  
 c) Market plans  
 d) Firm's overall objectives
- Q.9** Advertisements can change your attitude and behavior. Do you agree with this statement?  
 a) Yes  
 b) No  
 c) That depends upon the individual who is being exposed to advertisements.  
 d) That depends upon the situation the marketer/advertisers is in
- Q.10** Advertising frequency is the highest in the following case  
 a) Refined Oil            b) Ball Bearing  
 c) Life Insurance        d) LCD Television

### **SECTION-B**

- Note:** Objective type questions. All questions are compulsory. (10x1=10)
- Q.11 What is the full form of TVC?  
 Q.12 Write any need of advertising of agency?  
 Q.13 Write any one type of Advertising Evaluation Pretesting?  
 Q.14 Give one benefit of Advertising?  
 Q.15 Give one reason, why Advertising is required?  
 Q.16 Give any one difference between Advertisement and Publicity?  
 Q.17 Write any one function of advertising agency?  
 Q.18 Write one role of Advertising Manager?  
 Q.19 Write any one benefit of Advertising evaluation?  
 Q.20 Give any one trend in Advertising?

### **SECTION-C**

- Note:** Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)
- Q.21 What various functions are performed by an advertising agency?  
 Q.22 What are the essential features of a scientifically drafted copy of advertising?  
 Q.23 What are causes of waste in advertising?  
 Q.24 How to select an advertising agency?