

- Q.25 Briefly describe the types of advertising evaluation methods.
- Q.26 What are the qualities required for a successful advertising manager?
- Q.27 Describe the difference between copywriting and layout in advertising.
- Q.28 What is the significance of advertising budgeting in campaign planning?
- Q.29 How does advertising differ from other marketing communication tools?
- Q.30 Name two types of advertising agency structures and briefly explain each.
- Q.31 Explain the term "media buying" in the context of advertising.
- Q.32 Discuss the importance of audience targeting in media planning.
- Q.33 What are the benefits of conducting market research in advertising?
- Q.34 Describe the function of headlines in advertising copy.
- Q.35 What are the key considerations when developing advertising appeals?

#### SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x 10=20)
- Q.36 Discuss the impact of technological advancements on advertising strategies. How have digital platforms reshaped the landscape of advertising. Explain.
- Q.37 Explain the concept the advertising effectiveness and its significance for businesses.
- Q.38 Retail advertising plays a crucial role in promoting products directly to consumers. Discuss the strategies commonly employed in retail advertising to attract and engage customers.

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#### Subject:- Advertisement Management

Time : 3Hrs. M.M. : 100

#### SECTION-A

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

- Q.1 Which of the following best describes the primary objective of advertising?
- Generating goodwill
  - Building brand awareness
  - Conducting market research
  - Establishing government regulations
- Q.2 What is the main difference between advertisement and publicity?
- Advertisement is paid for, while publicity is free
  - Publicity is controlled by the company, while advertisement is not
  - Advertisement targets a specific audience, while publicity does not
  - Publicity focuses on long-term brand building, while advertisement is short-term oriented
- Q.3 What are the typical functions of an advertising agency?
- Accounting and finance
  - Marketing research and development
  - Media planning and buying
  - Human resources management
- Q.4 Which of the following is NOT a role of an advertising manager?
- Developing creative strategies
  - Managing client relationships
  - Negotiating media contracts
  - Supervising product manufacturing

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- Q.5 Which stage of the creative process involves developing slogans and catchphrases?
- Brainstorming
  - Conceptualization
  - Copywriting
  - Execution
- Q.6 What is the primary purpose of a headline in an advertisement?
- To provide detailed product information
  - To grab the attention of the audience
  - To showcase the product's features
  - To persuade the audience to make a purchase
- Q.7 Which media type allows for highly targeted advertising based on demographic and geographic factors?
- Television
  - Radio
  - Print
  - Internet
- Q.8 What is the first step in developing a media strategy?
- Determining the advertising budget
  - Selecting the appropriate media channels
  - Identifying the target audience
  - Creating the advertising message
- Q.9 What is the purpose of protesting in advertising?
- 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.10 Which trend is shaping the future of international advertising?
- Localization of advertising content
  - Standardization of advertising messages
  - Decreased reliance on digital advertising
  - Limited use of cultural references

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## SECTION-B

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

- Q.11 Publicity is always paid for by the company. True/False
- Q.12 Creative strategy in advertising involves only the visual elements of an ad. True/False
- Q.13 Media planning involves determining when and where to place advertisements to reach the target audience effectively. True/False
- Q.14 Post-testing in advertising evaluation is conducted after the advertisement is launched. True/False
- Q.15 Advertising appeals are the same as executive styles. True/False
- Q.16 Advertising budgets are typically determined based on random allocation methods. True/False
- Q.17 Progress testing evaluates the effectiveness of advertising campaigns during their execution. True/False
- Q.18 Retail advertising primarily targets consumers. True/False
- Q.19 International advertising faces no challenges related to cultural differences. True/False
- Q.20 Media strategy development does not consider the target audience. True/False

## SECTION-C

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

- Q.21 What are the main components of a creative strategy in advertising?
- Q.22 Explain the concept of media planning in advertising.
- Q.23 What is the role of illustrations in advertising?
- Q.24 Define the term "advertising appeal" and provide an example.

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