

- Q.24 Give the characteristics of an effective Advertising.
- Q.25 Advertising is waste. do you agree? Explain it.
- Q.26 Explain the merit and limitation of press advertising.
- Q.27 Write a note on Television advertising.
- Q.28 Explain in brief Promotional Advertising.
- Q.29 Explain method of evaluating advertisement effectiveness.
- Q.30 Write a short note on advertising budget.
- Q.31 Describe the chief method of advertising.
- Q.32 Why is a creative strategies important in advertising.
- Q.33 Explain in brief the concurrent testing method for measuring advertising effectiveness.
- Q.34 Write a critical note on proportional advertising.
- Q.35 Describe the main difficulties in evaluating advertising effectiveness.

SECTION-D

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

- Q.36 What is outdoor advertising? Explain its merit and limitations.
- Q.37 What are the reason of measuring advertising effectiveness? Discuss the various method of advertising effectiveness.
- Q.38 What are the features of Advertising? Explain various objective of Advertising.

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5th Sem / DBM , DBM (IPM) Subject:- Advertising Management

Time : 3Hrs.

M.M. : 100

SECTION-A

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

- Q.1 Who is responsible for the overall output, viz production, quality, manufacturing, etc. of an advertisement?
- a) Copywriter b) Artist
c) Cameraman d) Creative Director
- Q.2 Advertising frequency is the highest in the following case
- a) Refine oil b) Ball bearing
c) Life insurance d) LCD Television
- Q.3 ____ is a long term tool and often not even designed to increase sales immediately.
- a) Promotions b) Marketing
c) Advertising d) Both A & C
- Q.4 Media planning is the process of determining how to use.
- a) Cost and profit

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- b) Time and space
 - c) Money & time
 - d) Time & Client's resources
- Q.5 What factors should be considered while setting the advertising budget?
- a) Competition b) Market situation
 - c) Sales decay rate d) All of the above
- Q.6 Misleading Advertising, Unethical Product Endorsements, Stereotyping are some of the advertising
- a) Strategies b) Malpractices
 - c) Practices d) Drawbacks
- Q.7 By default advertising is done on a _____
- a) Limited scale b) mass scale
 - c) corporate level only d) none of these
- Q.8 Non-commercial advertising is likely to forms on the following issue.
- a) Consumption of fast food items
 - b) Promotion of health spas
 - c) Awareness about use of petrol
 - d) All of the above
- Q.9 The client of an advertising agency is called
- a) Customer b) Major
 - c) Corporate d) Account

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- Q.10 Which one of the following is not a media-related term.
- a) Reach b) Frequency
 - c) Depth d) Footprints

SECTION-B

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

- Q.11 Define advertising.
- Q.12 What is publicity.
- Q.13 What is sales promotions.
- Q.14 What do you mean by media planning.
- Q.15 'Advertising as a career'. Do you agree.
- Q.16 What is media strategies?
- Q.17 What is retail advertising?
- Q.18 Write form of press advertising.
- Q.19 Define mail advertising.
- Q.20 Write any one merit of film advertising.

SECTION-C

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

- Q.21 Write a short note on advertising appeals and Execution styles.
- Q.22 Differentiate between advertisement and publicity.
- Q.23 Write the role of advertising agency in Media.

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