

- Q25 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 rational 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.

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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?

 - a) Building Brand Reputation
 - b) Providing after sales service
 - c) Creating brand awareness
 - d) Influencing consumer behaviour

Q.2 What is the primary responsibility of an advertising agency?

 - a) Manufacturing products
 - b) Selling advertising space
 - c) Creating and executing ad Campaigns
 - d) Conducting market research

Q.3 What is the purpose of a layout in advertising

 - a) To determine the advertising budget
 - b) To plan the advertising schedule
 - c) To visualize the arrangement of elements in an ad
 - d) To negotiate with media channels

Q.4 Which media type is typically more cost-effective for reaching a local audience?

 - a) Rail
 - b) Bus
 - c) Aeroplane
 - d) Outdoor(Billboards)

- 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

Section-B

- Note:** Objective type questions. All questions are compulsory. $(10 \times 1 = 10)$
- 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. $(12 \times 5 = 60)$
- 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.