

- 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.

No. of Printed Pages : 4

Roll No.

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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 _____?
- Beneficial to society
 - Beneficial to the company
 - Both a and b
 - None
- Q.2 Advertisement is valuable for.
- Manufacturer
 - Retailer
 - Wholesalers
 - All of the above
- Q.3 Different types of media are.
- Print
 - Outdoor
 - Both a and b
 - None
- Q.4 Advertisement is influenced by _____ forces.
- Economic
 - Social
 - Technological
 - All the above
- Q.5 What is not the basic 4Ps of marketing?
- Promotion
 - Public
 - Manufacturing
 - 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. (10x1=10)

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

- 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. (12x5=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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