

- 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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Roll No. /031352-M/1352-M/106762-M

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
- 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.