



WEST BENGAL STATE UNIVERSITY
B.A./B.Com. Honours 2nd Semester Examination, 2022

ASPACOR04T (CC4)

ADVERTISING-II

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words as far as practicable.*

GROUP-A

1. Answer any **five** questions from the following: 2×5 = 10
- (a) Define Advertising.
 - (b) What is Media Planning?
 - (c) What do you mean by Reach in media planning?
 - (d) What is GRPS?
 - (e) Define Media Scheduling.
 - (f) Explain the concept of Direct Mail Test.
 - (g) What do you mean by media budget Allocation?
 - (h) What is Recall Test?
 - (i) What do you mean by Plan Board?
 - (j) Explain the concept of Psychological Scoring.
 - (k) Define Advertising Department.
 - (l) What do you mean by Agency Commission?
 - (m) What is media research?
 - (n) What do you mean by TRP?
 - (o) Mention two sources of media research.
 - (p) What do you mean by National Readership Survey?

GROUP-B

2. Answer any **four** questions from the following: 5×4 = 20
- (a) State the different functions of media planning in advertising.
 - (b) What are the important role of media planner?
 - (c) Distinguish between Reach and Frequency.

- (d) Write a short note on Media Planning for industrial goods.
- (e) What are the differences between National Readership Survey and Businessmen's Readership Survey?
- (f) What are the different criteria for selecting media vehicles?
- (g) Write a short note on direct mail.
- (h) Explain the major functions of an advertising department.
- (i) State the importance of media research in planning.
- (j) What are the challenges in Media Planning?
- (k) Why advertising campaigns are so important in advertising?
- (l) Distinguish between Media Planning and Media Scheduling.

GROUP-C

3. Answer any *two* questions from the following: 10×2 = 20
- (a) Describe the different Pre-testing and Post-testing methods of measuring advertising effectiveness.
 - (b) Write short notes on: 5+5
 - (i) Pamphlets and Brochures (ii) Outdoor media
 - (c) Broadly explain the various functions of an advertising agency.
 - (d) Discuss major roles and importance of advertising agency in advertising.
 - (e) Why ADMAR Satellite Cable Network Study is important in media research?
 - (f) Write a short note on Television Media. How to select a suitable media for a Product? 5+5
 - (g) Write short notes on: 5+5
 - (i) Media Planning Process (ii) Departments of Ad agency
 - (h) Explain the major importance and various difficulties in evaluation of advertising effectiveness.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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