



WEST BENGAL STATE UNIVERSITY
B.A./B.Com. Honours 2nd Semester Examination, 2021

ASPACOR04T-ADVERTISEMENT AND SALES PROMOTION (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

Answer any five questions from the following

2×5 = 10

1. Define Media Planning.
2. What do you mean by Frequency?
3. What is the meaning of Advertising?
4. What is Ethical Advertising? Explain with examples.
5. What do you mean by TRPs?
6. What is media research?
7. What do you mean by press audit?
8. What is Direct Mail?
9. What do you mean by Agency Commission?
10. Define Pulsing.
11. What do you mean by yellow pages?
12. What do you mean by Reach in media?
13. What is IRS?
14. What do you mean by wastage in media?
15. What do you mean by Portfolio test?
16. What do you mean by digital agencies?

GROUP-B

Answer any four questions from the following

5×4 = 20

17. State the importance of media planning.
18. Distinguish between Advertisement and Publicity.

19. State the difference between media research and social research.
20. Write a short note on Audit Bureau of Circulation.
21. What is National Readership Survey?
22. What are the merits of magazine advertising?
23. Write a short note on target audience.
24. What are the types of advertising agencies?
25. List down various advertising media.
26. What are the limitations of Direct Mail Advertising?
27. State the factors affecting the selection of advertising agencies.
28. What are the different types of advertising copy?

GROUP-C

Answer any *two* questions from the following

10×2 = 20

29. What do you mean by Advertising objectives? Explain the factors to be considered for determining advertising objectives.
30. Distinguish between the following:
 - (i) Comparative and Co-operative advertisements.
 - (ii) Commercial and non-commercial advertisements.
31. Write short notes on:
 - (i) Public service advertising
 - (ii) Advertising media.
32. Discuss ADMAR Satellite Cable network study. Write about CB Listenership Survey.
33. What are the advantages of newspaper advertising?
34. What is advertising budget? Discuss the stages involved in preparing an advertising budget.
35. (a) What are the basic instincts which an advertiser should keep in mind?
(b) Discuss the role of headlines.
36. What are the elements of Direct mail? How are they similar or dissimilar from print advertising elements?

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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