SYBCOM Library

C0143FR / C014303 / ADVERTISING I

Q. P. Code: 22287

(3 Hours)

N.B: 1. All questions are compulsory.

[Total Marks: 100

. (A) Select the mos	st appropri	ate answer from the o	options	given below (Any ten):	10			
				Marketing Communication.				
	(a) Intern			Events & Sponsorship				
		cal Distribution						
		ertising creates gene						
		ry						
	(c) Social							
(3)	is th	ne oldest form of adv						
	(a) Mega	agency	(b)	Space broker				
	(c) Creati	ve boutique	(d)	In-house agency				
(4)	de	partment in an adv	ertising	g agency co-ordinates the				
		duction process -						
	(a) Media			Traffic				
		Service						
(5)	is a	person in an adverti	sing ago	ency responsible for writing				
head	lines and s	logans						
				Media Executive				
	(c) Copyv	writer	(d)	Account Executive				
(6)	skill is required for people working in the creative department							
	of an advertising agency.							
	(a) Comn	nunication	(b)	Visualising				
		eting		Organising				
(7)	ac	lvertising is deceptiv	е					
	(a) Produ	ct	(b)	Institutional				
	(c) Surrog			Local				
(8) Poin	t of Purcha			ulating purchase.				
	(a) Impul	se	(b)	Planned				
	(c) Budge	eted	(d)	Online				
(9) *Swa	icch Bhara	t' campaign is an exa	ample o	fadvertising .				
	(a) Politic	cal	(b)	Pro-Bono				
		itional						
(10)	refei	s to incremental valu	ie of the	e brand				
	(a) Branc		(b)	Brand Loyalty				
		I Equity						
		fvertising helped Ma	iggi to i	egain its market share after				
the c	the crisis.							
	(a) Greer		(b)	Advocacy				
	(c) Politic	cal	(d)	Product				

C0143FR / C014303 / ADVERTISING I

						2			QP Code: 2228	7
		(12) Ad	vertis	ing spend	оп		adverti	ising is grov	ving at a faster rate	2
		as	comp	ared to oth	ers.					
		*		Print	13		(b)	Digital	25	
	(1) (1)			Cinema		*****	(d)	Radio		
	(b) Sta	ite whethe	r the	following	statem	ents are t	true or fa	alse (Any to	en):	10
		(1) IM	C is s	ame as pr	omotio	n mix.				
		(2) Sig	n Boa	ards are th	e oldes	t form of	Adverti	ising.	20 20	
		(3) Rac	110 15	no longer	a usefi	il mediur	n for ad	vertising.		
		(4) Cli	ent lu	irnover is	a negat	live sign	of grow	th for an ad	vertising agency.	
		(5) Coi	ninis	sion is a tr	adition	al metho	d of age	ncy compe	nsation .	
		(6) Account Executives handle finances of an advertising agency								
		(7) J10	has	used an	effectiv	ve Integ	rated N	larketing S	Strategy to fight	
			npetit		27 1965					
		(8) Ad	vertis	ements ha	ving di	rect comp	parison w	vith a comp	etitors products a	re
			thical							
								on the socie		
		(10) Dec	coding	g uses sign	s & syn	nbols to c	commun	icate the ad	vertising message	
		(11) The	Jan	Dhan Yoj	ana of	the prim	ie minist	ter has used	l Doordarshan	
				for effect						
		(12) Soc	ial m	edia has n	nade ad	vertising	executi	on interacti	ve.	
2	A	V.	0.0	C 11						
4				following		15.4. (100	15
	(a)	Explain	the m	eaning of	integra	ted Mark	etingCo	mmunicatio	on (IMC). What is	
	(b)			vertising v			nautiain.		at the D	
							3	ants of adve	-	
	(0)	Explain	me ci	assincand	n or ac	ivertising	g on the	basis of fur	ictions.	
3	Anewer	any tara	of the	following	***************************************					
٥.						d while c	alacting	on advortio	sing agency?	15
									p with its clients?	
									•	10
	(0)	what are	cuie	umque sk	ms req	uired tor	a career	r in advertis	ruf ;	
4.	Answer	any two	of the	following	×					15
330.4				ertising a		arkat cor	matitio	n 9		13
	(b)			77.0			2.5			
	100			ommon et				_	5-120	
	(c)	Describe) now	ASCI sel	-reguii	ues adve	rusing i	n maia.		
5.	Angream	any free	of the	following	- S					15
_',						Inin the	ndriantia	in a comment	nication process.	13
				atures of				_	meanon process.	
	(C)	Describe	uille	erent execu	HIOD ST	yies or a	uvertise	mems.		

C0143FR / C014303 / ADVERTISING I

				2		QP Code: 22287	
		(12) Advertis	sing spends on		adverti	sing is growing at a faster rate	
		as comp	ared to others				
		, (a)	Print	edic	(b)	Digital	
			Cinema		(d)	Radio	
	(b) Star				true or fa	alse (Any ten):—	10
		(1) IMC is s (2) Sign Bo (3) Radio is (4) Client T (5) Commis (6) Account (7) Jio has competi (8) Advertis unethica (9) Advertis (10) Decodin (11) The Jan channel	same as promo ards are the ol no longer a u urnover is a no sion is a tradi- Executives used an effection. sements having ll, sing always having uses signs & Dhan Yojana for effective	dest form of seful mediu egative sign tional method handle final ective Integrative a positive symbols to of the pring promotion in	of Advertium for advances of an agrated Marison was impact of community in regions	sing vertising. th for an advertising agency ncy compensation advertising agency. I advertising agency to fight with a competitors products are on the society. I cate the advertising message are has used Doordarshan	e
2,	(a) (b)	Explain the nather the role of action Define adver	lvertising with tising. Who a	egrated Mar iin IMC? re the active	e participa	mmunication (IMC). What is ants of advertising? basis of functions.	15
3.	(a) (b)	What are the How can an a	dvertising age	lered while ney maintair	n a health	g an advertising agency? y relationship with its clients? r in advertising?	15
4.	(a) (b)	How does ad Discuss the o	e following:- lvertising affectionmon ethics w ASCI self-re	ct market co al issues in	advertisii	ng.	15
5.	(a) (b)	With the help Explain the f	e following :- o of a diagram ceatures of cor ferent execution	explain the porate imag	ge adverti		15