SYBCom/SEM IV/EXT/ADVT

ime: 3 b	nrs. Marks:100
lote:	
	2. Figures to the right indicate full marks.
	3. Draw neat diagram wherever necessary.
	J. Dian nous anagram vinorovor sees
). 1 (A)	Fill in the blanks with appropriate word from the given options: (Any (1
(()	10)
	10)
(1)	is the fastest growing medium in advertising.
(-)	a) Television b) Radio
	a) Television b) Radio c) Internet d) Newspaper
(2)	The term in the readership tests includes all those respondents
(2)	The term in the readcising took more are an area.
	who remember seeing the ad in the media. a) Noted b) Read-Most c) Seen-associated d) Read-associated
(0)	a) Noted b) Read-Most c) Seen-associated c) read associated
(3)	are considered as solgans. a) Illustrations b) Headline c) Body Copy d) Tagline
	a) Illustrations b) Headline c) Body Copy d) Taginio
(4)	In test, the respondents are requested to recollect the ads which
	they have read, seen or heard.
	a) Recall b) Attitude c) Readership d) Checklist
(5)	The stage for high involvement products refers to creating
	awareness for the product.
	a) Affective b) Conative c) Cognitive d) Comprehension
(6)	is a musical commercial in TV and radio ads.
(-)	a) Jingle b) Headline c) Slogan d) Taginie
(7)	is the central idea of an ad campaign.
(,)	a) Creative Brief b) Creative Pitch c) Message Theme d) Headline
(8)	helps to induce action on the part of the prospect.
	a) Appeal b) Visualisation c) Reaction d) Traffic
(0)	Visualization is mental process in which the creative team is led by the_
(9)	Visualization is montal process in white
	c) Art Director
	a) Cameraman b) Accounts Manager d) Media Director d) Media Director
	b) Accounts Manager d) Module Director
(10)	method of fixing advertising budget is suitable for small
	firms.
	a) Percentage of sales c) Competitive parity
	b) All you can afford method d) All of these.
(11)	has the shortest advertising media life among the following.
	a) Talaxisian h) Magazine C) Ulldoor d) Nowspaper
(12)	advertising can take advantage of current events.
(~~)	a) Magazine b) Newspaper
	c) Cinema d) Television
	c) Chichia

	(B)	State whether the following statements are true or large (122)	(10)
	(1)	Gross Rating Points are calculated by dividing reach by average frequency.	
	(2)	Window display attracts the attention of passerby.	*,
	(3)	A selling point is a quality or feature that can create disinterest in a	
		product or service.	
	(4)	Body Copy is considered the soul of advertising. Media planning process involves strategy and is a lengthy process.	
	(1)	Designed has no place in outdoor advertisting.	
	(6) (7)	Advertising of beauty products usually use animation type of execution	5 .
		style.	
	(8)	All advantaging compaigns need to be tested.	
	(9)	All story boards for television advertising need to follow the Doordarshan	•
		Code for getting approved.	
	(10)	Divergent thinking is helpful for visualization. Photographs are more believable in "before and after advertisements. Photographs are more believable in "before and after advertisements."	
	(11)	The ultimate objective of all advertising is to sell the brand.	
	(12)		(15)
Q.2	(-)	Answer the following (Any Two) Explain the advantages of digital media.	
	(a)	Explain the disadvantages of magazine	
	(b) (c)	Explain the advantages of outdoor advertising.	
	(-)	Anguar the following (Any Two)	(15)
Q.3	(a)	Describe the task advertising budget method in detail.	
	(a) (b)	Tempor the DAGMAR Model.	
	(c)	What are the various media scheduling strategies?	
		Answer the following (Any Two)	(15)
Q.4	(a)	What are the stens involved in creative brief	
	(a)	What are the advantages of celebrity endoisements:	
	(b) (c)	Explain the importance of creativity in advertising.	
	(e)	Answer the following (Any Two)	(15)
Q.5	(a)	The different types of CODY III advolusing.	
	(a)	no was the methods of pre-testing advolusing officer voltage.	
	(b) (c)	What are the different execution styles of presenting ads?	
	(9)	Write short notes on: (Any Four)	(20)
Q.6	(-)	High involvement products	
	(a)	Elements of Advertising Copy	
	(b) (c)	Process of media planning	
	(d)	Different forms of digital media.	
	(e)	Ruving motives	
	(f)	Post-testing advertising effectiveness	
		X	