

Date: 11.10.2019

Time : (2½ Hours)

Total Marks: 75

- N.B. (1) All questions are compulsory.
(2) Figures to the right indicate marks for respective sub questions.
(3) Use of **Non-programmable** calculators is **allowed**.
(4) Symbols used have their usual meaning
- Q.1 A Choose correct alternative in each of the following. (**Any 8**) (8)
- (i) A portion of the is reinvested in the market by offering promotions to lure the customers further.
(a) Sales volume (b) Thematic apperception
(c) Concept testing (d) Competitive parity
- (ii) Good planning and control of advertising depends critically on the measures of effectiveness.
(a) Viewers (b) advertising
(c) Commercialism (d) Retail advertising
- (iii) The product is tested at the research and development stage, by building a prototype prior to.....
(a) Affordable (b) investment
(c) commercialization (d) Sales quantity
- (iv) includes advertising for tourism and banking sector.
(a) Retail advertising (b) E-commerce
(c) promotion (d) advertising
- (v) Advertising budget is an made by the organization for its potential growth.
(a) advertising (b) Effectiveness
(c) lifestyle (d) investment
- (vi) is the key to all impactful representation.
(a) Originality (b) illumination
(c) policy (d) Body text
- (vii) Any information flow in a manners or on a lighter note manages to connect well with the audience.
(a) consistent (b) reaction
(c) Humorous (d) evidence
- (viii) to some people comes very naturally but in some cases it is evolved over a period of time.
(a) Perception (b) creativity
(c) Uniqueness (d) tone
- (ix) Attractive has an immense role to play as it managers to draw the attention of the consumers.
(a) skimming (b) packaging
(c) budget (d) message
- (x) The rise of users and its wide availability has made this possible for the advertisers.
(a) Brand positioning (b) advertisement
(c) packaging (d) internet

- B State whether the following statements are True or False (**Any 7**) (7)
- (i) Pretesting of advertising effectiveness helps to save cost.
 - (ii) USP stands for unique selling proposition.
 - (iii) Radio advertising is having audio-visual appeal.
 - (iv) Lifestyle message execution style depicts average people using a product in an everyday setting.
 - (v) At growth stage of PLC the company plans to create product awareness in the market.
 - (vi) Publicity is paid form of personal presentation of ideas, goods and services.
 - (vii) Brand image is not always favourable.
 - (viii) A good copy should be elaborate.
 - (ix) A layout is a picture or photograph used to convey advertising message.
 - (x) Viral marketing is a form of outdoor advertising.
- Q.2 (A) What are the benefits of advertising to the firm? (8)
- (B) Discuss the types of advertising. (7)
- OR**
- (P) Explain the various ethical issues that challenge the standards of advertising professionals. (8)
- (Q) Explain features of advertising? (7)
- Q.3 (A) What are the elements of marketing mix? (8)
- (B) What are the types of advertising agencies? (7)
- OR**
- (P) What are the advantages and disadvantages of in-house agency? (8)
- (Q) Explain the advertising planning process. (7)
- Q.4 (A) What are the advantages of outdoor advertising? (8)
- (B) What are the importance s of creativity in advertising? (7)
- OR**
- (P) Which are the elements of TV commercials? (8)
- (Q) Explain types of copy. (7)
- Q.5 (A) What are the features of advertising budget? (8)
- (B) Discuss the methods of pre-testing ads. (7)
- OR**
- (P) Which are the factors influencing Ad budget? (8)
- (Q) Explain the methods of budgeting. (7)