

SYBMS

(Mkt)

XYNAAF

(L)

75 marks

Q.1

A) Fill in the Blanks (attempt any eight)

(08 Marks)

- Advertising come under which C in modern version of marketing mix. \_\_\_\_\_  
a. Convenience    b. Cost    c. Customer    d. Communication
- When a new product is launched , the purpose of advertising should be only be to \_\_\_\_\_  
a. Motivate    b. Inform    c. Remind    d. Convince
- Identify the Brand for the following Tagline "Take care "  
a. Airtel    b. Listerin    c. Apollo Hospital    d. Garnier
- In Mean-End theory people make choice of \_\_\_\_\_  
a. Knowledge    b. Attribute    c. Offers    d. Discounts
- Sales promotion is done to increase immediate \_\_\_\_\_  
a. Awareness    b. Sales    c. Distribution    d. Profit
- OOH Media is always \_\_\_\_\_ specific.  
a. Location    b. Budget    c. Creative    d. none of these
- Advertising creates employment as it increases the volume of sales and \_\_\_\_\_  
a. Production    b. Marketing    c. Promotion    d. Distribution
- Of the following, which is not considered a form of advertising media?  
a. Radio    b. Magazine    c. Television    d. Telemarketing
- The birth of an idea in the creative process is known as  
a. Verification    b. digestion    c. illumination    d. Incubation
- Target audience of newspaper are \_\_\_\_\_  
a. Readers    b. viewers    c. listeners    d. visualiser

B) State True of False (attempt any Seven)

(7 Marks)

- Public service advertising aims at public welfare
- Profits for the company remain constant at different stages of PLC
- Viral marketing is a form of outdoor advertising
- Layout refers to the activity of designing logo
- Percentage sales method of budgeting is only used for FMGC Brands
- Headline in Print advertising is always based on the features of Product
- Celebrity endorsement is a must for brand awareness
- Advertising compels customer to buy the product
- Public service advertising aims at public welfare
- Inquiry test is based on the memory of the respondent.

# XYNAAF

Q.2

1. What are the Benefits of Advertising to the Society? (7 Marks)
2. Explain Hierarchy model and AIDA model of advertising (8 Marks)

Or

1. Write a note on Five M's of Advertising? (7 Marks)
2. Distinguish between Advertising & Personal selling? (8 Marks)

Q.3

1. Role of advertising at different stages of Product Life Cycle? (7 Marks)
2. What are the functions of an advertising agency? (8 Marks)

Or

1. Explain the Concepts:- Logo, jingle, tagline, body copy? (7 Marks)
2. What are the different types of advertising budgets ? (8 Marks)

Q.4

1. What are the features of advertising? (7 Marks)
2. What are the essential elements of advertising copy? (8 Marks)

Or

1. What are the different types of appeals? (7 Marks)
2. Explain creative process and the steps involve in it. (8 Marks)

Q.5

- a. Create a layout using various elements of a print ad for marketing mobile (8 marks)
- b. Write the different steps involved in planning advertising strategy (7 Marks)

Or

Q.5 Write short notes (any 3) (15 marks)

- a) Positioning strategies
- b) Types of copy
- c) Types of advertising
- d) Challenges in global advertising
- e) Types of ad agencies