

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2023
(Fourth Semester)

Branch – JOURNALISM AND MASS COMMUNICATION

ADVERTISING & MARKETING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Which agency become the first full service advertising agency?
(i) N.W.Ayer & Son (ii) FCB Ulka Advertising Ltd
(iii)Ogilvy & Mather (iv) William Taylor
- 2 Which One of the following is NOT the responsibility of Client Service Manager?
(i) The account is running profitably for the agency
(ii) To change the objectives of the advertisement briefed by client.
(iii) The client is getting the best results from the whole agency team
(iv) There are adequate resources on hand.
- 3 Which one is not a part of the 4 Ps?
(i) Product (ii) People
(iii) Price (iv) Place
- 4 Which of the following consists of contacting prospective buyers of the product personally?
(i) Marketing Mix (ii) Personal Selling
(iii) Sale (iv) Advertising
- 5 Segmentation based on lifestyle would not include:
(i) Hobbies (ii) Recreational Pursuits
(iii) Entertainment, Vacations (iv) Climate

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Discuss in detail about the various roles and functions of advertising.
OR
b Explain advertising as a form of persuasive communication with example.
- 7 a Analyze the ethical issues in advertising and the role of regulatory bodies such as ASCI and AAI.
OR
b Explain the differences between consumer advertising and corporate advertising.
- 8 a Evaluate the differences between marketing and selling and their impact on business operations.
OR
b Discuss in detail about marketing and its scope in the current business environment.

Cont...

9 a Discuss Maslow's hierarchy of needs and its relevance to personal selling and buying behavior.

OR

b Explain the factors that influence consumer behavior in personal selling including social, cultural, psychological, and situational factors.

10 a Explain market segmentation and discuss its characteristics in detail.

OR

b Discuss the ethical and moral issues in advertising and marketing and their implications for market segmentation strategies.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11 a Analyze the history and growth of advertising, including its impact on society and culture.

OR

b Interpret and explain in detail about socio – economic aspects of advertising.

12 a Analyze the functions of an advertising agency and their role in the development of an advertising campaign.

OR

b Assess the advertiser-agency-media relationship and its impact on advertising effectiveness.

13 a Interpret and explain the different methods used to determine a promotional budget and their effectiveness in achieving marketing objectives.

OR

b Evaluate the role of promotional mix in marketing communication and its effectiveness in achieving marketing objectives.

14 a Elucidate the role of consumer behavior in personal selling and its effect on the buying decision process.

OR

b Assess the significance of marketing research in developing effective marketing strategies and the various methods used in conducting research.

15 a Elucidate the different product classifications and their relevance to market segmentation.

OR

b Analyze the different product positioning strategies and their effectiveness in achieving marketing objectives.

Z-Z-Z

END