

ADVERTISING

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 2 = 20)

- 1 Advertising.
- 2 PSA.
- 3 Target Audience.
- 4 Campaign.
- 5 Frequency.
- 6 Aided Recall.
- 7 Full - Service Agency.
- 8 Copy.
- 9 Storyboard.
- 10 ASCI.

SECTION - B (25 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 5 = 25)

- 11 a What is Tone in an advertising? Explain the relevance of content along with tone.
OR
b Differentiate display advertisement from classified advertisement.
- 12 a Explain the concept Brand Positioning.
OR
b What do you mean by level of response in an advertising campaign?
- 13 a Discuss the media budget allocation strategy.
OR
b List the advantages of pre-testing in an advertising campaign .
- 14 a What are the roles of different sections of an advertising agency?
OR
b Explain the process of visualization in an advertising campaign.
- 15 a Can advertising credibly promote social change? Discuss.
OR
b What is podcasting? Discuss the process.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Define consumer behavior. Discuss the factors that affect buying systems.
- 17 Take a recent advertising campaign of any FMCG and analyze the strategy of the campaign.
- 18 Detail the process of developing the media plan, as well discuss the challenges involved.
- 19 Give the structure and functions of a full service advertising agency.
- 90 Explain the process involved in developing a print advertisement.