

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2022  
(Fourth Semester)

Branch – JOURNALISM AND MASS COMMUNICATION

ADVERTISING AND MARKETING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

1. Which is the company that audits the circulation of print publications, to insure that reported circulation figures are accurate?  
a. ABC  
b. ASCI  
c. AAAI  
d. AA
2. What does AIDA Stands for?  
a. Attention, Interest, Desire, and Action  
b. Attraction, Interest, Demand and Attention  
c. Action, Interest, Demand and Attention  
d. Anxiety, Interest, Desire and Action
3. What is a term used in advertising to measure the size of an audience reached by a specific media vehicle or schedule?  
a. TRP  
b. ASCI  
c. GRP  
d. AAAA
4. What is a plan of action by an advertiser for bringing advertising messages to the attention of consumers through the use of appropriate media is labeled as?  
a. Media strategy  
b. Media Plan  
c. Advertising strategy  
d. Advertising plan
5. What is Pre-testing otherwise known as -----which is a specialized field of marketing research that determines an ad's effectiveness based on consumer responses, feedback, and behavior?  
a. Copy testing  
b. Ad tracking  
c. Ad making  
d. Post testing
6. Which is the Marketing communications delivered directly to a prospective purchaser via the U.S. Postal Service or a private delivery company?  
a. Direct house  
b. Media Plan  
c. Advertising strategy  
d. Direct mail
7. What is the systematic gathering, recording, analyzing, and use of data relating to the transfer and sale of goods and services from producer to consumer called as?  
a. Marketing mix  
b. Marketing research  
c. Marketing share  
d. Marketing research
8. What refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market?  
a. Marketing mix  
b. Product positioning  
c. Promotional mix  
d. Brand Building

Cont...

9. What is the term that refers to the total number of product lines a company offers to its customers?
- a. Product mix  
b. Promotion mix  
c. Product line  
d. Product positioning
10. Identify the Demographics classifications of consumers below.
- a. Age  
b. Sex  
c. Income  
d. All the above

**SECTION - B (35 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 7 = 35)

- 11 a. Discuss the history and growth of advertising.  
OR  
b. Explain the need and functions of advertising.
- 12 a. Discuss the types of Ad agencies and describe on what basis you would select an agency?  
OR  
b. Briefly discuss on the role of ABC and INS.
- 13 a. Explain the need and purpose of marketing objectives.  
OR  
b. Analyze the factors that influence Promotional Mix.
- 14 a. Explain Personal selling and express the advantages and disadvantages in it.  
OR  
b. Determine the marketing research methods.
- 15 a. Describe the strategy for Product Positioning.  
OR  
b. Explain the elements and benefits of market segmentation.

**SECTION - C (30 Marks)**

Answer any THREE Questions

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

- 16 Explain Maslow's hierarchy of needs importance in marketing.
- 17 Illustrate the structure and functions of advertising agency.
- 18 Analyze the role of advertising in Global marketing? What are advantages and disadvantages in it?
- 19 Discuss the factors that influence the buying behavior of consumers.
- 20 Elaborate on Brand building process.

Z-Z-Z

END