

Name :

Roll No. :

Invigilator's Signature :

CS/BMS(H)/SEM-3/MMS-303/2012-13

2012

ADVERTISING

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP - A

(Multiple Choice Type Questions)

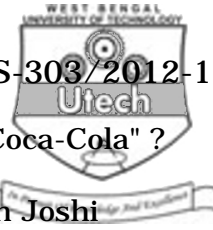
1. Choose the correct alternatives for any *ten* of the following :

10 × 1 = 10

- i) Public Relations is
 - a) Propaganda
 - b) press agency
 - c) unpaid advertising
 - d) corporate communication.
- ii) A billboard is
 - a) a white board which uses a marker
 - b) a board for sticking bills
 - c) a hoarding
 - d) none of these.



- iii) Advertising is
 - a) paid space in newspapers and on television
 - b) sales promotion
 - c) event management
 - d) a combination of PR and Marketing.
- iv) Public Service advertising is
 - a) carried out by the government
 - b) done by corporates as part of their social responsibility
 - c) done by all individuals
 - d) none of these.
- v) Surrogate advertising is that
 - a) when a product does a leaning publicity on another prodcut
 - b) when a product by-passes the original one which is banned and shows up another non-banned product with the same name
 - c) when there is a cover-up for a product
 - d) none of these.
- vi) Who printed the first advertisement ?
 - a) Willam Caxton
 - b) Henry William
 - c) Gutenberg
 - d) None of them.



vii) Who coined the slogan "Thanda Matlab Coca-Cola" ?

- a) Alex Padamsee b) Prasoon Joshi
- c) Prahlad Kakkar d) None of them.

viii) A visualize works in the

- a) Accounts department
- b) Media department
- c) Art & Creative department
- d) All of these.

ix) The advertisement of a product which is launched for the 1st time in the market, is known as

- a) Pioneering Advertising
- b) Persuasive Advertising
- c) Corporate / Institutional Advertising
- d) Retentive Advertising.

x) Advertisements in newspaper that uses of visuals, copies, illustrations and headlines is knows as

- a) Classified Advertising b) Tender Advertising
- c) Display Advertising d) Point of Purchase.

xi) TV commercial are generally airs in

- a) 60 second spots b) 2 minute spots
- c) 10 second spots d) 20 second spots.



GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. Explain how advertising can influence the society and in turn gets influenced by it.
3. What are above the line and below the line advertising ?
4. Share your thoughts about the emerging trends in Advertising.
5. Draw a sketch about the structure of a modern Advertising Agency.
6. How is a public relations agency structured ? How is it different from an advertising agency ? Mention two important differences.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. What is the purpose of public service advertising ? Elaborate.
8. Write an essay on the importance of Strategic Planning in Advertising.
9. Critically evaluate the statement "Celebrity endorsements of a product help in increasing its circulation figure".
10. Give an elaborate note about the importance of Media Research in Advertising Agency business.
11. Give a seven fold benefit to be had from advertising, elaborating on any one of the points.

