	Utech
Name:	
Roll No. :	In Annual (N. Completing and Explana)
Invigilator's Signature :	

# CS/BMS(H)/SEM-6/MMS-601C/2013

## 2013

### ADVERTISING AND PUBLIC RELATIONS

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 the following:  $10 \times 1 = 10$ 
  - i) Brainstorming occurs in
    - a) Conceptualization stage
    - b) Copywriting stage
    - c) Art direction stage
    - d) Production stage.
  - ii) The father of advertising is
    - a) David Ogilvy
- b) Piyush Pandey
- c) Prahlad Kakkar
- d) Alyquee Padamsee.

- iii) O & M is
  - a) Ogilvy and Mudra
- b) Oxford and Mudra
- c) Ogilvy and Mather
- d) Oxford and Mather.

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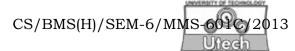


- iv) Prahlad Kakkar is a famous
  - a) Cartoonist
  - b) Public Relations person
  - c) Journalist
  - d) Advertising person.
- v) Who is the brand ambassador of 'Save the Tiger' project?
  - a) Sachin Tendulkar
  - b) Priyanka Chopra
  - c) Susmita Sen
  - d) Mahendra Singh Dhoni.
- vi) Mudra Communications Parent Company is
  - a) Reliance
  - b) Tatas
  - c) ITC.
- vii) Zoo Zoos is the creation of which of the following advertising agency?
  - a) O & M
  - b) JWT
  - c) Mudra.
- viii) Which of the following company in India is the oldest advertising agency?

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- a) Duttaram
- b) Mudra
- c) Satchi and Satchi.

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- ix) The concept of bleed n non-bleed is associated with
  - a) Radio jingles
- b) TV commercials
- c) Hoardings
- d) Print Ads.
- x) Alequee Padamsee is a name associated with the field of
  - a) music

- b) dance
- c) advertising
- d) marketing.

#### **GROUP - B**

### (Short Answer Type Questions)

Answer any three of the following.

 $3 \times 5 = 15$ 

- 2. What are the functions of Headline in an ad?
- 3. Discuss briefly on Maslow's Hierarchy of needs.
- 4. If you are to advertise for a fertilizer manufacturing company, what are the media you would choose?
- 5. What is AIDA?
- 6. Write short notes on DAGMAR.

#### **GROUP - C**

## (Long Answer Type Questions)

Answer any *three* of the following.

 $3 \times 15 = 45$ 

- 7. What are the different types of appeals in an ad? Elaborate with example.
- 8. What is the ideal medium to advertise a cosmetic in rural area? Why? 5 + 10
- 9. Describe an advertising agency with its typical functions.
- 10. What are the different types of ad appeals? Elaborate with examples.
- 11. Give a detail comparison between Advertising and Public Relations. Which one do you think is more effective and why in various given situations?

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