

HERAMB COACHING CLASSES

Yogeshwar Towers, Katemanivali, Kalyan (E)

S.Y.B.COM. / Advertising/ Date: 05-11-17

Marks: 100

Duration: 3Hours

Q.1. (A) Select the most appropriate answer from the options given below: (any 10)

(10)

1. _____ claims to be the oldest existing Indian agency in Mumbai.

- (a) L.R. Swami & Co. (b) B. Dattaram & Co. (c) JWT

2. _____ refers to paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor.

- (a) Advertising (b) Publicity (c) Sales promotion

3. _____ form of advertising appeared in the pre-printing period.

- (a) Radio (b) T.V. (c) Town criers

4. _____ is the first newspaper in India.

- (a) Bengal Gazette (b) Times of India (c) Hindustan Times

5. In India, ad agencies get accreditation from _____.

- (a) INS (b) AAI (c) IMRB

6. _____ Agency provides all advertising services to the client.

- (a) Full service (b) Creative Boutique (c) Specialist

7. _____ department looks after scheduling of advertising production in an ad agency

- (a) Media (b) Traffic (c) Production

8. Generally, ad agencies get commission from media of _____ percent.

- (a) 10 (b) 15 (c) 20

9. Surrogate advertisement is undertaken for products which are _____ from advertising.

- (a) restricted (b) deleted (c) canalized

10. DAVP is the nodal agency of the government of _____ for advertising.

- (a) India (b) Maharashtra (c) Goa

11. _____ medium had the largest share of advertisement expenditure in 2016.

- (a) T.V (b) Print (c) Digital

12. AIDA Model was development by _____.

- (a) E.K. strong (b) David agilvy (c) Rosser Reeves

Q.1. (B) State whether the following statements are True or False : (any 10)

(10)

1. Advertising does not require creativity.

2. Advertising on T.V. is one of the oldest form of advertising.

3. Marketers undertake IMC to develop Brand Image.
4. An Inhouse ad agency provides advertising services only to it's parent firm.
5. Creative pitch is presented by the advertiser to select ad agency.
6. Global ad agencies have presence in many countries.
7. ASCI do not have regulatory powers to ban misleading ads.
8. Advertisers do not advertise during recession.
9. Political advertising is also known as Pro bono advertising.
10. Brand crisis does not lead to loss to the company.
11. The Audience in communication process involves only the buyers.
12. Brand loyalty does not contribute towards brand equity.

Q.2. Answer any two of the following out of three Questions: (15)

- a) What do you mean by advertising. Explain the features of advertising.
- b) Explain the elements of IMC.
- c) Discuss the active participants in advertising.

Q.3. Answer any two of the following out of three Questions: (15)

- a) Explain the structure and services of ad agency.
- b) Discuss the different ways of avoiding client turnover in ad agency.
- c) Discuss the types of ad agencies.

Q.4. Answer any two of the following out of three Questions: (15)

- a) Explain the Economic Impact of advertising.
- b) Write a detailed note on Pro-bono advertising.
- c) Discuss the importance of truth in advertising.

Q.5. Answer any two of the following out of three Questions: (15)

- a) Discuss the elements of AIDA Model.
- b) what are the techniques of managing brand crisis.
- c) Explain the factors influencing brand Equity.

Q.6. Write short notes on any four out of six: (20)

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|---|------------------------------|----------------------|
| a) Benefits of advertising to consumers | b) Agency selection criteria | c) Role of ASCI |
| d) Political Advertising | e) Advocacy Advertising | f) Green Advertising |