

HERAMB COACHING CLASSES

Yogeshwar Towers, Katemanivali, Kalyan (E)

S.Y.B.COM. / Advertising

Marks: 100

Duration: 3Hours

Date: 07.04.2019

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

1. _____ advertising has a longer life. (Magazines, T.V, Radio)
2. Availability of _____ influences the amount of ad budget. (Products, Funds, Media)
3. _____ product are priced higher. (High involvement, Low involvement, First hand)
4. The concept of USP was developed by _____. (Rosser Reeves, David Ogilvy, Al Reis)
5. _____ refers to signature of the advertiser. (Logo, Slogan, Illustration)
6. _____ is a musical commercial in TV and Radio ads. (Jingles, Slogan, Headlines)
7. _____ is an outline that provides instruction for the work to be done by agencies creative team. (Creative brief, Creative artwork, Creative copy)
8. _____ is a creative imagination of ideas for advertising. (Visualization, Analysis, Interpretation)
9. _____ is a form of out-of-home media. (TV, Transit, Magazines)
10. Last minute changes are possible in the case of _____ medium. (TV, Outdoor, Magazines)
11. _____ is a small catchy phrase used in the ad to sum up the advertising message. (Slogan, Logo, Body copy)
12. _____ test is conducted in different cities to find out ad effectiveness. (Sales-area, Consumer jury, Check list)

(B) State whether the following statements are true or false: (any 10) (10)

1. BEST in Mumbai does not allow advertising on its buses.
2. Window displays do not attract attention of passerby.
3. Over the years, the share of internet in the total advertising has declined in India.
4. Digital media includes only advertising through websites.
5. No advertiser considers the budget of its competitor in framing ad budget.
6. The advertiser does not consider area coverage while selecting the ad media.
7. Creative director does not insist on seeing creative brief.
8. The advertiser prepares the creative brief and hands it over to the ad agency.
9. Celebrity endorsed products are always a success in the market.
10. The personality of the celebrity need not match with the personality of the brand.
11. Jingle is presented in spoken words.
12. Illustration do not serve any purpose in advertising.

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

1. What do you mean by newspaper advertising? Explain its advantages.
2. Explain the DAGMAR Model.
3. What do you mean by Visualization advertising? Explain its techniques.

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

1. What do you mean by copywriting advertising? Explain its essentials.
2. What do you mean by Digital advertising? Discuss the various forms of digital advertising.
3. What do you mean by campaign? Explain the concept of advertising campaign.

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

1. What do you mean by creativity? Discuss the concept and importance of creativity in advertising.
2. What do you mean by copy? What are the different types of copy in advertising?
3. What do you mean by out-of-home advertising? What are the limitations of out-of-home advertising?

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

1. What are the factors to be considered in advertising media selection?
2. What do you mean by celebrity endorsement? Explain its advantages.
3. Explain the importance of illustration in print ads.

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

1. Buying motive
2. Music and Jingle advertising
3. Limitation of film advertising
4. Concepts of media planning
5. Unique selling proposition
6. Advantages of cinema advertising

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