

QUESTION 2015

Group – A (Multiple Choice Type Questions)

1. Choose the correct alternatives for any ten of the following:
- i) Which of the following factor(s) is/are to be considered while setting the Advertising budget?
- a) stage in the PLC
 - b) market share and consumer base
 - c) advertising frequency
 - ✓ d) all of these
- ii) A person, group or organization that confers a meaningful message and wants to share with a receiver or an audience is a
- a) medium of transmission
 - ✓ b) source
 - c) relay channel
 - d) decoder
- iii) Advertising is a process of
- ✓ a) promotion
 - b) public relation
 - c) sales promotion
 - d) none of these
- iv) USP means
- ✓ a) Unique Selling Proposition
 - b) Unique Selling Product
 - c) United Selling Project
 - d) Unique Sales Promotion
- v) Consumer sweep takes is a form of
- a) advertisement
 - ✓ b) sales promotion
 - c) publicity
 - d) personal selling
- vi) The stages of response in the innovation adoption model is
- a) Attention-Interest-Evaluation-Trial
 - ✓ b) Awareness-Interest-Evaluation-Trial-Adoption
 - c) Awareness-Interest-Demonstration-Action
 - d) Trial-Interest-Evaluation-Adoption
- vii) Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by
- a) A well wisher
 - ✓ b) An Identified
 - c) the Customers
 - d) all of them

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- viii) In the message generation stage of developing an advertising program, creative people tend to use
- a) inductive framework
 - ✓ c) both (a) and (b)
 - b) deductive framework
 - d) none of these
- ix) Consumer promotion supports
- a) pull strategy
 - c) both (a) and (b)
 - ✓ b) push strategy
 - d) none of these
- x) Marketers can enhance the consumers' ability to access knowledge structures by
- a) using loud music
 - c) employing verbal framing
 - b) using colourful ads
 - ✓ d) repeating brand information
- xi) In which type of Media Scheduling, the continuity is maintained as a base throughout but during certain periods the level of advertising is stepped up?
- a) flighting
 - c) bunking
 - ✓ b) pulsing
 - d) none of these
- xii) In which of the following methods of Advertising Budget, an advertiser takes into consideration a percentage of either past or anticipated sales?
- a) Unit Sales Method
 - c) Competitive Sales Method
 - b) Anticipated Sales Method
 - ✓ d) Percentage of Sales Method

Group – B

(Short Answer Type Questions)

2. Discuss the different types of consumer advertising.

See Topic: COMMUNICATION PROCESS, Short Answer Type Question No. 6.

3. Differentiate between pull and push strategies.

See Topic: ADVERTISING AND COMMUNICATION MIX, Short Answer Type Question No. 6.

4. What is the role of Integrated Marketing Communication Process?

See Topic: COMMUNICATION PROCESS, Short Answer Type Question No. 6.

5. Discuss in brief the major trade oriented promotions.

See Topic: SALES PROMOTION, Long Answer Type Question No. 2(b).

6. Mention promotional strategies for the following products/services (any two):

- i) Bisk Farm Biscuit
- ii) TATA Nano

iii) Apollo hospitals.

See Topic: **COMMUNICATION PROCESS**, Short Answer Type Question No. 8.

Group – C

(Long Answer Type Questions)

7. What do you mean by "ad agency"? What is its role in promoting a product or a service? What are the different types of ad agencies? Describe the different methods of agency compensation?

See Topic: **IMPACT OF ADVERTISING**, Long Answer Type Question No. 6.

8. a) What is creativity? Briefly discuss about the creative process.

b) Write a short note on USP Theory of creativity.

c) What are the different types of Advertising appeals used in advertising themes?

See Topic: **CREATIVE ASPECTS OF ADVERTISING**, Long Answer Type Question No. 4.

9. What is DAGMAR approach? Describe the communication tasks based on the hierarchical model in detail.

See Topic: **IMPACT OF ADVERTISING**, Long Answer Type Question No. 8(h).

10. a) Explain the concept of advertising ethics.

b) Do you think surrogated advertisement violate advertising ethics?

c) State the role of ASCI towards regulating the advertising industry.

See Topic: **IMPACT OF ADVERTISING**, Long Answer Type Question No. 7.

11. a) Write in detail the steps involved in the Media Planning Process.

b) What important factors should be considered in market analysis in developing media plan?

c) Explain programme rating and how it is calculated.

See Topic: **ADVERTISING MEDIA**, Long Answer Type Question No. 6.