

## **QUESTION 2016**

**Group – A**

**(Multiple Choice Type Questions)**

1. Choose the correct alternatives for the following:

DAGMAR approach is related to

a) Advertising media

c) Advertising messages

✓ b) Advertising objective

d) none of these

ii) Advertising appropriations are largest for which type of product?

- a) Industrial products
- c) High-priced products

- ✓b) Convenience goods
- d) Speciality goods

iii) Which is a marketing communication tool that uses non-personal media to create and sustain a personal and intermediary free communication with customers, potential customers and other significant stakeholders?

- ✓a) Advertising
- c) Publication

- b) Direct marketing
- d) Sales promotion

iv) Which of the following is a type of hidden advertising?

- a) Competitive
- ✓c) Surrogate

- b) Comparative
- d) Industrial

v) A marketer that wanted to include detailed explanations in advertisements would be most likely to use

- a) Radio
- c) Outdoor displays

- b) Television
- ✓d) Magazines

vi) The physical arrangement of the illustration, headline, body copy and the signature is called the

- a) Artwork
- c) Art design

- b) Copy
- ✓d) Layout

vii) What type of media helps advertisers demonstrate the benefits of using a particular product and can bring life and energy to an advertiser's message?

- ✓a) Interactive media
- c) Broadcast media

- b) Outdoor media
- d) Print media

viii) The last people to adopt a new and who tend to be suspicious of new products are called

- a) Late adopters
- c) Late majority

- ✓b) Laggards
- d) Early adopters

ix) The ..... is the specific mix of advertising, personal selling, sales promotion, public relations and direct marketing tools that the company uses to pursue its advertising and marketing objectives.

- a) value mix
- ✓c) marketing communication mix

- b) integrated dealer mix
- d) marketing control mix

- x) Which tool of the promotional mix consists of short-term incentives to encourage the purchase or sale of a product or service?
- a) Advertising
  - b) Public relations
  - c) Direct marketing
  - ✓d) Sales promotion
- xi) The shift from ..... has had a dramatic impact on marketing communications.
- a) brand management to value management
  - b) media manipulation to media control
  - c) mass marketing to segmented marketing
  - ✓d) mass marketing to global marketing
- xii) The communication process should start with
- a) a basic belief about the communication piece
  - b) an audit of all the potential contacts target customers have with the company and its brands
  - c) an evaluation of the history of advertising used by the firm
  - ✓d) hiring communication experts to handle the communication problems of the firm

**Group – B**

**(Short Answer Type Questions)**

2. Explain the Lavidge and Steiner's Hierarchy of Effects Model briefly.

See Topic: **IMPACT OF ADVERTISING, Short Answer Type Question No. 4.**

3. Discuss the factors that influence planning of an advertising campaign.

See Topic: **CREATIVE ASPECTS OF ADVERTISING, Short Answer Type Question No. 3.**

4. Determine the factors that influence advertising budget.

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

5. Explain the elements of an advertising copy.

See Topic: **CREATIVE ASPECTS OF ADVERTISING, Short Answer Type Question No. 1.**

6. What do you mean by advertising appeal? What are the different types of appeal?

See Topic: **CREATIVE ASPECTS OF ADVERTISING, Short Answer Type Question No. 3.**

**Group – C**

**(Long Answer Type Questions)**

7. a) Discuss the role of advertisement and its effects on customers.

b) Explain the different functions of advertising.

c) Discuss in detail the IMC Plan.

d) Discuss some of the benefits / advantages of advertising.

- a) & b) See Topic: CREATIVE ASPECTS OF ADVERTISING, Long Answer Type Question No. 5.
- c) See Topic: ADVERTISING & COMMUNICATION MIX, Long Answer Type Question No. 6.
- d) See Topic: COMMUNICATION PROCESS, Long Answer Type Question No. 2.

8. a) What do you mean by marketing communication? Illustrate the advertising communication system with the help of a flow diagram, explaining each component briefly.

b) "Advertising is an integral part of promotional mix." Discuss.

c) Write short notes on the following:

- i) AIDA Model
- ii) Media Buying Agency

a) See Topic: COMMUNICATION PROCESS, Long Answer Type Question No. 2.

b) See Topic: ADVERTISING & COMMUNICATION, Long Answer Type Question No. 4.

c) See Topic: IMPACT OF ADVERTISING, Long Answer Type Question No. 9(a) & (f)

9. a) Distinguish between Top-down and Bottom-up approaches to formulate ad budget.

See Topic: ADVERTISING & COMMUNICATION MIX, Long Answer Type Question No. 3.

b) Write short notes on any two of the following:

- i) Effects of advertising on children
- ii) Shock advertising
- iii) Cultural aspects of advertising
- iv) Role of advertising in the competitive market.

i) See Topic: IMPACT OF ADVERTISING, Long Answer Type Question No. 9(h).

ii) See Topic: IMPACT OF ADVERTISING, Long Answer Type Question No. 9(i).

iii) See Topic: IMPACT OF ADVERTISING, Long Answer Type Question No. 9(j).

iv) See Topic: IMPACT OF ADVERTISING, Long Answer Type Question No. 9(k).

10. a) What is media planning? What are the obstacles generally faced by the media planners in selecting suitable forms of media?

b) Discuss the different stages of media planning.

c) What are the different forms of media? Explain with suitable examples.

d) Write short note on any one of the following:

- i) Specialty Advertising
- ii) Net Advertising
- iii) Trade Fair

a), b) & c) See Topic: ADVERTISING MEDIA, Long Answer Type Question No. 7.

d) See Topic: ADVERTISING MEDIA, Long Answer Type Question No. 8(d), (e) & (f).

11. a) Discuss some of the pretesting and post-testing techniques of analyzing advertisements.

b) What are the factors that need to be considered while selecting an advertising agency?

c) What is Sales Promotion? What are the special features involved in sales promotion?

SALES PROMOTION

d) Write short notes on any *two* of the following:

- i) Price-off
- ii) Event Marketing
- iii) Point of purchase
- iv) Cooperative Advertising.

a) See Topic: **IMPACT OF ADVERTISING**, Long Answer Type Question No. 3.

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

c) See Topic: **SALES PROMOTION**, Long Answer Type Question No. 3.

d) See Topic: **SALES PROMOTION SCHEMES**, Long Answer Type Question No. 5(b), (c), (d), (e).