



॥ विद्या सर्वस्य भूषणम् ॥

PRABODHAN EDUCATION SOCIETY'S

Vidya Prabodhini College of Commerce, Education, Computer and Management  
Vidyanagar, Alto-Parvari-Goa

SEMESTER END EXAMINATION-OCTOBER 2016 (REGULAR/REPEAT)

Semester: III

M.Marks:80

Sub: Advertising I

Duration: 2 hours

Instructions: 1. All questions are compulsory. 2. Figures to the right indicate marks.

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Q.1. Write short notes on ANY FOUR. (4x4=16)

- Transit media of advertising.
- Speciality media.
- Integrated marketing communication.
- Advantages of creativity in advertising.
- Creative pyramid.
- Creativity in advertising.

Q.2. Write short notes on ANY FOUR. (4x4=16)

- Argumentative customers and arrogant customers.
- Importance of consumer in advertising.
- Essentials of a good advertising appeal.
- Marketing research.
- Media planning.
- Features of advertising budget.

Q.3. A. Define advertising. What are its salient features? (1x12=12)

OR

B. What is meant by advertising? Explain its benefits to manufacturers and consumers.

Q.4.C. What is creativity in advertising? Explain the steps involved in creative visualisation process. (1x12=12)

OR

D. In what way can you exercise your personal creativity in preparing an ad for a mobile phone?

Q.5.E. What is a buying motive? Describe the different types of motives that influence buyer's behaviour. (1x12=12)

OR

F. Discuss the various types of advertising appeals.

Q.6.G.What is meant by media scheduling? Describe the importance of media scheduling.  
(1x12=12)

**OR**

H. What is advertising budget? Explain the factors to be considered while preparing the advertising budget.

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