



॥ विद्या सर्वस्य भूषणम् ॥

PRABODHAN EDUCATION SOCIETY'S

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

SEMESTER END EXAMINATION-OCT/NOV 2017 (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 total marks to that question.
3. Answer each main question on a fresh page.
4. Answer sub-questions in Q.1 & Q.2 in not more than 100 words each.
5. Answer questions in Q.3 to Q.6 in not more than 400 words each.

Q.1. Write short notes on ANY FOUR.

(4x4=16)

- a. Broadcast Media.
- b. Ethical Advertising.
- c. Integrated marketing communication.
- d. Advantages of creativity in advertising.
- e. Creative pyramid.
- f. AIDA Process.

Q.2. Write short notes on ANY FOUR.

(4x4=16)

- a. Silent customers
- b. Selling points.
- c. Positive and negative appeals.
- d. Need for research in advertising.
- e. Marketing research.
- f. Media planning.

Q.3. Answer ANY ONE of the following.

(1x12=12)

- A. Define advertising. What are its salient features?
- B. What is meant by advertising? Explain its benefits to retailers and consumers.

Q.4. Answer ANY ONE of the following.

(1x12=12)

- C. What is AIDA Process? Explain the process with suitable advertising example.
- D. In what way can you exercise your personal creativity in preparing an ad for a laptop?

Q.5. Answer ANY ONE of the following.

(1x12=12)

- E. Discuss the various types of buying motives.
- F. Discuss the various types of advertising appeals.

Q.6. Answer ANY ONE of the following.

(1x12=12)

- G. What is Media Scheduling? Explain the importance of media scheduling.
- H. Explain the factors to be considered while preparing the advertising budget