

Seat Number: - _____

[Duration: - 2 ½ Hours]

Note: -

Signature of Supervisor with Date:- _____

MM75IA22

[Marks 75]



1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Students will be allowed 15 Minutes extra time per hour.

PART A

Q. 1 Multiple Choice Questions

(35 M)

1. _____ show rotating advertisements of sponsors.
a) Website Sponsorship b) Online Advertisements c) Pop-up Windows d) PPC
2. Ambush Advertising are _____ business practices.
a) Ethical b) Unethical c) Competitive d) Non-Competitive
3. _____ is a serious problem in E-Mail Marketing.
a) Clutter b) Spam c) Data Steal d) Scam
4. Advertainment and branded entertainment are _____.
a) Anonymous b) Synonymous c) Faceless d) Productive
5. Young people use mobile as a _____ statement.
a) Personal b) Status c) Fashion d) Identity
6. Slogans are _____ headlines.
a) Summarized b) Balance c) Short d) Brief
7. Jingle creates an _____ for the brand.
a) Image b) Identity c) Insurance d) Influence
8. Product _____ creates a certain image in the mind of the consumer.
a) Personality b) Positioning c) Placement d) Mark-up
9. _____ appeals are based on reasoning and rationality.
a) Positive b) Human c) Intellectual d) Affordable
10. Call-to-action includes _____ in a radio commercial.
a) Sound b) Words c) Clarity d) Efficiency
11. Big idea expresses _____ advertising thought.
a) Implied b) Original c) Limitation d) Advantage
12. _____ is paid for.
a) Advertorial b) Status c) Fashion d) Editorial
13. Advertising theme centers around the _____.
a) Product b) After sale service c) Product demonstration d) Free-bies
14. Storyboard is drawn by _____ director.
a) Media b) Art c) Agency d) Media Mix
15. Creativity is a _____ process.
a) Physical b) Mental c) Mechanical d) Technical
16. _____ has credibility.
a) Advertising b) Publicity c) Sales Promotion d) Public Relations
17. _____ work on personal contracts.
a) Advertising b) Sponsorship c) Public Relation d) Accounts Department
18. _____ supplies the gift directly to the consumers.
a) Over the Counter Premium b) Brand Premium c) In-Pack Premium d) Over the Contract Premium
19. _____ advertising is a highly targeted and low cost advertising medium.
a) Poster b) Directory c) Electric Signs d) Flex
20. _____ advertising relates to in-store advertising.

21. Out-of-home advertising plays a _____ role.
 a) Transit b) On-premise c) Neon signs d) Off-Premise
22. Facebook is a type of _____ media marketing.
 a) Supportive b) Main c) Regulatory d) Mediator
23. Newspapers offer the advantages of _____.
 a) Digital b) Social c) Modern d) All time
24. _____ is the form of direct marketing.
 a) Affordability b) Mobility c) Availability d) Accountability
25. _____ boost the morale of sales people.
 a) B2B b) Public Relations c) Exhibitions d) Expo
26. _____ boost the morale of sales people.
 a) Sales Promotion b) Sales Contest c) Sales Conferences d) Sales Strategy
27. Advertising improves _____.
 a) Crime Frequency b) Standard of Living c) Brand Loyalty d) Non-Sanctioned
28. Without _____ advertising will be like a body without a soul.
 a) Creativity b) Advertiser c) Agency d) Advertising
29. Consumer advertising is _____.
 a) Ethical b) Misleading c) Informative d) Innovative
30. Advertising reduces the workload of _____.
 a) Audience b) Agencies c) Salesman d) Marketing
31. Global advertising uses _____ strategies.
 a) Strategic b) Standardized c) Vertical d) Horizontal
32. _____ is the main requirement of CSR Advertising.
 a) Tactfulness b) Truthfulness c) Tactlessness d) Truthlessness
33. Consumers appreciate _____ values in advertising.
 a) Commercial b) Ethical c) Integral d) External
34. Stimulus theory _____.
 a) Scientific b) Unscientific c) Optimum d) Scenic
35. _____ is the relative concept..
 a) Puffery b) Muffery c) Subliminal d) Surrogate
36. _____ brought out the first printed advertisement.
 a) Peter Drucker b) William Stanton c) William Caxton d) Peter William

Answer Sheet for Multiple Choice Questions

Q. No.	Ans.	Q. No.	Ans.	Q. No.	Ans.	Q. No.	Ans.	Q. No.	Ans.
1		8		15		22		29	
2		9		16		23		30	
3		10		17		24		31	
4		11		18		25		32	
5		12		19		26		33	
6		13		20		27		34	
7		14		21		28		35	

Marks Obtained: - _____

Signature of the Examiner: - _____

FYBAMMC

(3)

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[Duration: - 2 ½ Hours]

[Marks 75]

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PART B

Q.2 - Answer the Following - (Any One out of Three)

(10 M)

- A. What is meant by Global Advertising? Describe its scope.
- B. What is meant by Hierarchy Effects Model? Explain in detail.
- C. How the image of Indian women has changed for the better in advertising?

Q.3 - Answer the Following - (Any One out of Three)

(10 M)

- A. What is meant by Film Advertising? Explain the main features of Film Advertising?
- B. What is meant by Out-of-Home Advertising? What are its advantages and disadvantages?
- C. What do you understand about Directory Advertising? Point out the advantages and disadvantages of Directory Advertising?

Q.4 - Answer the Following - (Any One out of Three)

(10 M)

- A. Explain the role of slogans in advertising? Why are slogans important in advertising? Give some examples of slogans.
- B. What is meant by Radio Commercial? Point out the main features of Radio Commercial.
- C. Create a layout using various elements of a print ad for advertising a laptop.

Q.5 - Answer the Following - (Any One out of Three)

(10 M)

- A. What is meant by the term Advertainment? Explain the types of Advertainment.
- B. State the services offered by production and arts departments in an Ad agency.
- C. How Mobile Advertising is a boon to the advertisers. Point out the popularity of Mobile Advertising.

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