

Time : 3 hrs

Max Mark:100

ANSWER ALL QUESTIONS

Part – A (10 x 2 = 20 Mark)

1. Brief any three advertisement brand elements?
2. How the economic role of advertisement influencing the effect on price?
3. What is DAGMAR?
4. Give the stages involved in bottom –up budgeting.
5. What is effective frequency of media objective?
6. Write the advantages and disadvantages of measuring the effect of advertisement?
7. What is USP? Give example.
8. Why do we need subhead line?
9. Mention the functions involved in personnel selling?
10. Define: Distribution channels

Part – B (5 x 16 = 80 Mark)

11. Write the significant factors involved in advertising planning and decision making using a neat flowchart.
12. a). i. What are the scope of advertisement (4 Marks)
ii. Describe the economic and social role of advertisement. (12 Marks)
(or)
b). What is consumer behaviour? To achieve a desired behaviour how the marketing firms use the consumer behaviour?
13. a). Compare and differentiate the media characteristics and Discuss their pros and cons in detail.
(or)
b). Explain the following:
i. Media buying (4 Marks) ii. Media plan strategy (8Marks) iii. Advertising appropriation (4 Marks)
14. a). Explain the elements and design of the production of good print advertisement for any one of FMCG(fast moving consumer goods) products with a neat sketch.
(or)
b). Describe briefly the pre and post copy testing methods in detail?
15. a). Discuss the planning, execution and evaluation of a advertising campaign for a new detergent.
(or)
b) i. Write the salient functions and structure of advertising agencies. (10 Marks)
ii. What are cooperative advertisement and its characteristics in detail? (6 Marks)