

(A-40)

SARDAR PATEL UNIVERSITY

BA (Adv.) (4th SEMESTER) (CBCS) EXAMINATION April 2015

DAY: Saturday Date: 18/04/2015 Time : 2:30 pm to 4:30 pm

UA04EEJM01: Introduction to Advertising

Total Marks: 60

Q1 WRITE 15 OUT OF 15 (each carry one mark)

1) The process of translating thought into a symbolic form is known as

- A- Encoding
- B- Feedback
- C- Noise
- D- Decoding

2) Which of the following is NOT a requirement for setting advertising objectives?

- A- Objectives must specify the amount of change.
- B- Objectives must be stated in terms of profits.
- C- Objectives must be realistic.
- D- Objectives must be clear and in writing.

3) In terms of execution styles, a family seated at the dinner table enjoying the advertised product would be an example of which of the following types of advertising?

- A- Lifestyle
- B- Mood or imagery
- C- Slice of life
- D- Personality symbol

4) Which one of the following types of advertising promotes products, services or Ideas with the expectation of making a profit?

- A- Product advertising
- B- Non-commercial advertising
- C- Action advertising
- D- Commercial advertising

5) Which one of the following refers to number of times the audience is exposed to an advertisement message?

- A- Frequency
- B- Reach
- C- Scheduling
- D- Coverage

6) Which promotion mix ingredient costs considerably more than advertising to reach one person but can provide more immediate feedback?

- A- Publicity
- B- Personal selling
- C- Sales Promotion
- D- Public relations

7) Which one of the following is included in classification of advertisement?

- A- Perceptible
- B- Imperceptible
- C- Target Audience
- D- Induced

8) Which one of the following is NOT an ingredient of a Promotion mix?

- A- Direct marketing
- B- Sales promotion
- C- Advertising
- D- Warehousing

9) Technological advances, shifts in consumer tastes, and increased competition, all of which reduce demand for a product are typical of which stage in the PLC?

- A- Decline stage
- B- Introduction stage
- C- Growth stage
- D- Maturity stage

10) _____ is a name, term, sign, symbol, or design, or a combination of these that identifies the maker or seller of a product or service.

- A- Product feature
- B- Brand
- C- Sponsorship
- D- Logo

11) Which one of the following is the main ingredient of Promotional mix?

- A. Advertising
- B. Personal selling
- C. Public relation
- D. All of the given options

12) Which one of the following form of communication represents advertising?

- A. Paid form of personal communication
- B. Unpaid form of personal communication
- C. Paid form of non personal communication
- D. Unpaid form of non personal communication

13) If a company's customers are concentrated in a small geographic area and the company sells technical products, which one of the following promotion methods is better?

- A. Advertising
- B. Personal selling
- C. Publicity
- D. Public relation

14) Which promotion mix ingredient costs considerably more than advertising to reach one person but can provide more immediate feedback?

- A. Personal selling
- B. Advertising
- C. Publicity
- D. Public relation

15) Which one of the following is NOT a part of advertising Pyramid?

- A. Need
- B. Attention
- C. Desire
- D. Interest

Q2	Write process of final advertising campaign with examples.	15 marks
	Or	
Q2	What is important of LOGO, tag lines, and color theory and product name visibility in advertising?	15 marks
Q3	Write appeals of advertising in brief with examples.	15 marks
	Or	
Q3	Write short notes on 1) B2B, B2C,C2B,C2C ADVERTISING 2)ADVERTISING CREATE MONOPLOY	15 marks
Q4	Write Short Notes with examples (Any Two) 1) Production department 2) write 5 tag lines of different mobiles phones 3) SEO, PPC	15 marks