

(42)

SARDAR PATEL UNIVERSITY

S.Y.B.A. (4th SEMESTER) (CBCS) EXAMINATION April 2016

DAY: Monday Date: 18/04/2016 Time: 02:30 Am to 04:30 Pm

UA04EEJM01: Introduction to Advertising

Total Marks: 60

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

1. A company's total marketing communications mix consists of a special blend of advertising, sales promotion, public relations, personal selling, and direct-marketing tools that the company uses to communicate customer value and build customer relationships. This is also called _____.

- a) integrated marketing
- b) direct marketing
- c) the promotion mix
- d) competitive marketing

2. Any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor is called _____.

- a) personal selling
- b) advertising
- c) direct marketing
- d) sales promotion

3. Which of the following is not an aspect of the promotion mix?

- a) direct marketing
- b) advertising
- c) strategic positioning
- d) public relations

4. Companies are doing less _____ and more _____ as a result of an explosion of more focused media that better match today's targeting strategies.

- a) media; sales
- b) broadcasting; narrowcasting
- c) narrowcasting; broadcasting
- d) marketing; media

5. All of the following are reasons that marketers are losing confidence in television advertising except _____.

- a) television offers a high cost per exposure
- b) audience size is on the decline
- c) mass media costs continue to increase
- d) younger consumers are using different media

6. Advertising, sales promotion, personal selling, public relations, and direct marketing are all _____.

- a) promotional tools used for pull strategies but not push strategies
- b) communications channels focused more on narrowcasting than broadcasting
- c) communications channels that should be integrated under the concept of integrated marketing communications.
- d) promotional tools used for push strategies but not pull strategies

7. With the use of integrated marketing communications, a company's mass-market advertisements, Web site, email, and personal selling communications all have _____.

- a) the same message, look, and feel
- b) separate marketing objectives
- c) equal portions of the advertising budget
- d) independent communications director

8. Which promotional tool is most effective in building up buyers' preferences, convictions, and, most importantly, actions?

- a) personal selling
- b) mass-market advertising
- c) sales promotion
- d) segmented advertising

9. Which are the special facilities provided by magazines to the advertisers?

- a) Advertorials
- b) Support in sales promotion contest
- c) Demographic and psychographic reader profiling bank
- d) Insertion of special booklets/sample pouches

(1) a, c & d

(2) a & b

(3) c & d

(4) a, b, c & d

10. What is an ambient media?

- a) A new medium
- b) Real estate magazine
- c) Weather related news
- d) None of the above

11. At outdoor advertising, which has a longer life span?

- a) Banners
- b) Balloons
- c) Painted posters
- d) Illuminated poster panels

12. What is an ad fatigue?

- a) Audience fatigue on account of too many repetitions of ad
- b) Audience fatigue on account of poor quality ad
- c) Audience fatigue on account of a serious message ad
- d) None of the above

13. Media scheduling decisions are the decisions about timing, continuity and size of the advertisement and also about placement of the advertisement.

- (1) True (2) False

14. For direct marketing, other than offer letter, coupons or order form are also very important things.

Is it necessary for coupons to have company name and address printed inside the coupon and outside? as well? Also is it advisable to include tear-away buyer-keep portion?

- (1) Yes (2) No

15. When the manufacturer and retailer share the cost of advertisements, it is called:-

- a) Co-branded advertising
- b) Co-operative advertising
- c) Co-sharing advertising

Q2	Explain the various ways in which advertising objectives can be set by business firms?	15 marks
	Or	
Q2	"Does advertising play a positive role in the development of society"? Explain with examples.	15 marks
Q3	You are working in advertising department of a refrigerator company; create an advertisement for selling refrigerator in winters..	15 marks
	Or	
Q3	"Advertising is buying media whereas Publicity is done by media". Explain this statement citing examples from real life.	15 marks
Q4	Write Short Notes with examples (Any Three) 1) Explain need of advertising 2) Web advertising 3) Various new way of advertising in TV	15 marks

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