

SEAT No. _____

[6]

No. of Printed Pages : 3

Sardar Patel university External Examination
Subject: Journalism and Mass Communication

Paper: SY BA JMC E-1(Introduction to Advertising) UA03CEJM21 Date: 05/01/2021

Time: 10 to 12 pm

Total marks: 60

Q1 WRITE 20 OUT OF 20 (each carry one mark)

1. Which of the following is not an example of persuasive advertising?

- a) Persuading customers to receive a sale call b) Encouraging the customer to purchase now
c) Building brand preference d) Explaining how the product works

2. A specific coordinated advertising effort on behalf of a particular product or service that extends for a specified period of time

- a) Campaign b) Trial c) Marketing d) Commercial

3. Advertising that is set in small type and arranged according to categories or interests

- a) Display ads b) Classified ads c) Testimonial ads d) Banner ads

4. The process of reserving time or time periods with a station or network; checking on available advertising time.

- a) Free time b) Cross time c) Clear time d) Reserved time

5. The highest possible rate for advertising time or space.

- a) Gross rate b) Consumer rate c) Ad rate d) Cost

6. Advertising that is under complete control of the advertiser, rather than through some established medium

- a) Direct advertising b) Brand advertising c) Display ad d) Classified ad

7. The first printed advertisements were single sheets, printed on one side, that today would be called

- a) Fliers b) Barrages c) Flights d) Brochures

8. A /an _____ reimburses a retailer for extra in-store support or special featuring of a brand.

- a) Organizational allowance b) Merchandise allowance
c) Case allowance d) Finance allowance

9. Sales tools used to support a company's advertising and personal selling directed to wholesalers,

(1)

(P.T.O.)

Retailers, or distributors are called

- a) Trade-oriented sales promotions b) Consumer promotions
- c) Manufacturers promotions d) Sales promotions

10. _____ are programs in which a manufacturer pays a percentage of a retailer's local advertising expense for advertising the manufacturer's products.

- a) Trade promotion programs b) Consumer promotion programs
- c) Cooperative advertising programs d) Cause-related marketing programs

11 to 15 identify the product or brand from Tagline or punch line

1) "The Ultimate Driving Machine"

2) "connecting people "

3) "Umeed Se Saje Zindagi".

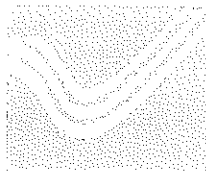
4) 'Rishte Wahi, Soch Nayi

5) "Khabar Wahi Jo Sach Dikhaye"

16 to 20 identify the companies from Below logos



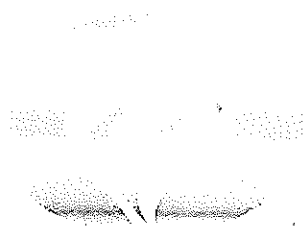
16)



17)



18)



19)



20)

(2)

Q2	Make 1 min commercial on " New traffic policy" or "New traffic penalty " with story board	15 marks
	Or	
Q2	Make advertising campaign of ILSASS (use all mediums)	15 marks
Q3	Write Short Notes with examples (Any 5) 1) AIDA and DUGMAR 2) 2) Copywriting 3) 3) Visualization 4) 4) Client Servicing 5) Story boarding 6) types of advertising 7) applies of advertising 8) corporate advertising	25 marks

— X —

(3)

