

PAPER CODE : UA04EEJM01

DATE : 17-04-2018

PAPER TITLE : Introduction to Advertising

DAY : Tuesday

TIME : 02 P.M. TO 04 P.M.

MARKS : 60

Q1: Given below are 15 multiple choice questions. Each carries one mark. All are compulsory

1. Promotion mix includes Sales Promotion, Personal Selling, Advertising and
 - a) Marketing
 - b) Sales
 - c) Publicity
 - d) None of these
2. Copy testing is also known as
 - a) Pre Testing
 - b) Copy writing
 - c) concurrent testing
 - d) Preview
3. Consumer promotion, trade promotion and ____ are the three forms of sales promotion
 - a) Media Promotion
 - b) Sales Force Promotion
 - c) Core Promotion
 - d) Media Mix
4. ____ media can give 24 hour exposure to the public eye.
 - a) Television
 - b) Print
 - c) Internet
 - d) Flex Board
5. It is popularly known as free form of promotion
 - a) Advertisement
 - b) Publicity
 - c) Personal Selling
 - d) Marketing
6. Which among the following is an example of Trade promotion?
 - a) Coupons
 - b) Samples
 - c) Push Money
 - d) None of these
7. Which among the following is a Pull Strategy?
 - a) Trade promotion
 - b) Consumer Promotion
 - c) Sales Force Promotion
 - d) None of these

C.P. T. O.)

8. If a company gives false message to the customers, it is known as
- Obscene ads
 - Subliminal ads
 - Deception
 - None of these
9. The strategy that encourages dealers and distributors to sell a product is known as
- Push
 - Pull
 - Combination
 - Marketing
10. Creating image of product in the minds of target group is called
- Marketing
 - positioning
 - Branding
 - Popularising
11. The process of purchasing space in a media is
- Media Spacing
 - Media Scheduling
 - Media Purchasing
 - Media Buying
12. The plan that show time, date and frequency of an advertisement is
- Media Plan
 - Media Schedule
 - Media Time
 - Media Space
13. Series of advertisement messages that share a single idea or theme is
- Advertisement Campaign
 - Advertisement Group
 - Advertisement Cluster
 - Advertisement Series
14. Point of Purchase Ads are also known as
- In-Store Advertising
 - Built-in Advertising
 - Green Advertising
 - Stock Advertising
15. The specific carrier within a medium is called
- Media Carrier
 - Media Bus
 - Media Van
 - Media Vehicle

Q2: explain in brief with examples (any 3)	15
1. Define advertising?	
2. What do you mean by trade mark?	
3. What is promotion?	
4. What do you mean by institutional advertising?	
5. What is advertising appeal?	
6. What is buying motives?	

Q3) justify your comment on below given questions with examples (any 3)	15
1) What is advertising copy? 2) . What do you mean by advertising scheduling? 3) . What is an advertising agency? 4) . What is media research? 5) Explain deceptive advertising? 6) What do you mean by primary demand?	

Q4 write short notes (any 2)	15
1) What is DAGMAR approach? 2. Explain push and pull strategy? 3). Explain the PACT principle of copy testing? 4) . Explain the different types of outdoor advertising?	

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