

**B. Voc. (SEM/CR) CBCS Part II Semester-IV Examination: March/April-2023****B. Voc (Media and Entertainment) (Compulsory) Paper-XX****ME 402: Advertising****Day and Date: Thursday, 04/05/2023****Total Marks: 50****Time: 10.30 AM To 12.30 PM**

## Instructions:

1. All Questions are Compulsory.
2. Figures to the right indicate full marks

**Q.1. Choose the Correct alternatives from the following.**

15

- 1 .....advertising is best suited for local retailers  
1) Newspaper 2) Outdoor 3) Magazine 4) Television
- 2 .....is the fastest growing advertising medium  
1) Internet 2) Newspaper 3) Magazines 4) Television
- 3 .....refers to the process of selecting media mix for advertising the product  
1) Media Scheduling 2) DAGMAR 3) Media Planning 4) Media Buying
- 4 Advertising campaign has.....theme  
1) Multiple 2) Single 3) No 4) None of the above
- 5 .....refers to the creative imagination of ideas  
1) Analysis 2) USP 3) Visualization 4) TRP
- 6 Copy of an advertisement must be.....  
1) Simple 2) Clear 3) Informative 4) All of these
- 7 Detailed information about the product can be given in.....advertising.  
1) Radio 2) Newspaper 3) Outdoor 4) Television
- 8 .....agency provide all advertising services under one roof  
1) Creative boutique 2) Ad Agency 3) Production House 4) All of these
- 9 Just dial services is a form of.....marketing.  
1) Direct 2) Indirect 3) Personal 4) Non personal
- 10 1st American Ad. Agency was started by.....  
1) Volney Palmer 2) Philip Kotler 3) George O'Well 4) Peter Drucker
- 11 .....is the perception of the product in the mindset of customers  
1) Brand Image 2) Brand Positioning 3) Brand Equity 4) Brand Fatigue
- 12 Brand image is the.....of the brand in the minds of target customers  
1) Perception 2) Goodwill 3) Look out 4) Knowledge
- 13 Ad. Agency is the.....between client and the media  
1) Client 2) Intermediary 3) Rival 4) Friend

14 .....is a traditional method of paying compensation to Ad. agency.

- 1) Charges    2) Commission    3) Cost plus system    4) Fees

15 Brand.....means repeated purchases of a brand

- 1) Crisis    2) Equity    3) Image    4) Loyalty

**Q.2. Write short Notes (Two out of Three) .**

10

- 1 Advertising Plan
- 2 Political Advertising
- 3 Industrial Advertising

**Q.3. Write short Answers (Two out of Three) .**

10

- 1 What are the 4 main parts of an advertisement?
- 2 What is Public Relations?
- 3 What is principles of advertising?

**Q.4. . Answer the following question on broad. (One out of two).**

15

- 1 What are the types of advertising? Explain in detail
- 2 Explain the ethical aspects of Advertising and Public Relations?

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**Model Answer Paper**  
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**Q.1. Choose the Correct alternatives from the following**

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1 .....advertising is best suited for local retailers

- 1) Newspaper 2) Outdoor 3) Magazine 4) Television

Option 2

2 .....is the fastest growing advertising medium

- 1) Internet 2) Newspaper 3) Magazines 4) Television

Option 1

3 .....refers to the process of selecting media mix for advertising the product

- 1) Media Scheduling 2) DAGMAR 3) Media Planning 4) Media Buying

Option 3

4 Advertising campaign has.....theme

- 1) Multiple 2) Single 3) No 4) None of the above

Option 2

5 .....refers to the creative imagination of ideas

- 1) Analysis 2) USP 3) Visualization 4) TRP

Option 3

6 Copy of an advertisement must be.....

- 1) Simple 2) Clear 3) Informative 4) All of these

Option 4

7 Detailed information about the product can be given in.....advertising.

- 1) Radio 2) Newspaper 3) Outdoor 4) Television

Option 2

8 .....agency provide all advertising services under one roof

- 1) Creative boutique 2) Ad Agency 3) Production House 4) All of these

- Option 2  
9 Just dial services is a form of.....marketing.  
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- Option 1  
10 1st American Ad. Agency was started by.....  
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- Option 2  
14 .....is a traditional method of paying compensation to Ad. agency.  
1) Charges 2) Commission 3) Cost plus system 4) Fees

- Option 3  
15 Brand.....means repeated purchases of a brand  
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Option 4

**Q.2. Write short Notes (Two out of Three) .**

10

- 1 Advertising Plan

Ans:

- 2 Political Advertising

Ans:

- 3 Industrial Advertising

Ans:

- 4 Industrial Advertising

Ans:

**Q.3. Write short Answers (Two out of Three) .**

10

- 1 What are the 4 main parts of an advertisement?

Ans:

- 2 What is Public Relations?

Ans:

- 3 What is principles of advertising?

Ans:

- 4 What is principles of advertising?

Ans:

**Q.4. Answer the following question on broad. (One out of two).**

15

1 What are the types of advertising? Explain in detail

Ans:

2 Explain the ethical aspects of Advertising and Public Relations?

Ans:

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