

Code : 316304

BMC 3rd Semester Theory Examination, 2017

Advertising

Time : 3 Hrs

Full Marks : 60

Instructions :

- (i) The questions are of equal value.
- (ii) There are Seven questions in this Paper.
- (iii) Attempt Five questions in all.
- (iv) Question Nos. 1 & 2 are compulsory.

1. Answer any six Questions: 2×6=12

- (a) What is the purpose of advertising a product?
- (b) Why is advertising important for seller?
- (c) What are two traditional broadcast media long used in advertising?
- (d) Write the role of advertising in media.
- (e) Write any benefits of online advertising.
- (f) Advertising is not an audio or visual form of marketing communication.

(State True or False)

- (g) A strong brand image is a sure shot way to attract and retain more customers.

(State True or False)
P.T.O.

(h) Kiosks are not a type of outdoor advertisement. (State True or False)

(i) Contact information and store location is not an element of advertisement. (State True or False)

(j) Advertising research is the un-systematic gathering and analysis of information to help develop or evaluate advertising strategies. (State True or False)

4×3=12

2. Explain any three:

- (a) Lay-out of an advertisement
- (b) Poster as an Ad-Medium
- (c) AIDCAS model
- (d) Corporate Add
- (e) Brand Image

Answer any three questions: 12×3=36

3. What do you understand by advertisement? Explain different classification of advertisement.

4. What are the different roles of advertising in the present business world?

5. Discuss why is media selection known as the first necessity of advertisement?

6. Explain why the advertisements of public interest are the first need of modern society.

7. What are the different types of media used in advertising?

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