

BMC 3rd Semester Exam., 2018

ADVERTISING

Time : 3 hours

Full Marks : 60

Instructions :

- (i) The marks are indicated in the right-hand margin.
 (ii) There are **SEVEN** questions in this paper.
 (iii) Attempt **FIVE** questions in all.
 (iv) Question Nos. 1 and 2 are compulsory.

1. Answer any six of the following as directed :

2×6=12

(a) Advertising is an audio or visual form of marketing communication.

(Write True or False)

(b) Write any benefits of direct advertising.

(c) Billboard is a type of indoor advertisement.

(Write True or False)

(d) Write any broadcast media used in advertising.

(Turn Over)

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(e) Contact information and store location are elements of advertisement.

(Write True or False)

(f) What is the purpose of advertising a product?

(g) Advertising research is the systematic gathering and analysis of information to help develop or evaluate advertising strategies.

(Write True or False)

(h) Kiosk is a type of outdoor advertisement.

(Write True or False)

(i) Why is advertising important for seller?

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

(Write True or False)

2. Explain any three of the following :

4×3=12

(a) Copywriting

(b) Broadcast ratings

(c) AD copy

(d) Corporate add

(e) Brand image

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Answer any *three* of the following questions :

12×3=36

3. What are the functions of ad agency?
Describe briefly the setup of an ad agency.
4. What is creative strategy in advertising?
When it works and when it does not?
5. What is the need and importance of advertising research? What are pre- and post-testing techniques?
6. What are the different types of media used in advertising?
7. Discuss why is media selection known as the first necessity of advertisement.

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