Time: 3 hour   **Max. Marks: 70**
                                                                                               Min. Pass: 40%

Note: Question Paper is divided into two sections: **A and B.** Attempt both the sections as per given instructions.

SECTION-A (SHORT ANSWER TYPE QUESTIONS)

Instructions: Answer any **FIVE** questions in about 150 words each. Each   (5 X 6 = 30
question carries six marks.   Marks)

1: Outline role of advertising in India's economic development.
2: Discuss DAGMAR approach to setting advertising objectives.
3: Write a note on Angle of Communication.
4: Discuss factors which will influence media selection and scheduling for an automobile company
5: Distinguish between Advertisement and Publicity.
6: Discuss the organizational structure of advertising agencies
7: What are the elements of advertising copy?
8: How would you measure advertising effectiveness?
9: Highlight the importance of pre-testing of an advertisement.
 10: Describe advertising process

SECTION-B (LONG ANSWER TYPE QUESTIONS)

Instructions: Answer any **FOUR** questions in detail. Each question   (4 X 10 = 40
carries 10 marks.   Marks)

11: "*Advertisement facilitates the building up of positive attitude of the target audience towards a brand.*" Elaborate with suitable examples.

12: Recommend tools for measuring effectiveness of advertisement.

13: Elaborate in detail the consumer decision making process.
 14: a) Highlight the role of advertising as an element of marketing mix.
    b) Describe ethical and social issues in advertising.

 15: What are attributes of a good media scheduling strategy?
16: What do you mean by creativity in advertising? Describe in detail various creativity message strategies used in any advertisement of your choice.
 17: Describe various types of advertising media available in India. Describe the relative strength and weakness of any two advertising medium of your choice.
 18: Write short notes on any **two** of the following:
    (a) STP strategies for advertising.
    (b) What are the features of a good copywriting?
    (c) Code of Conduct of ASCI

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