

INTRODUCTION TO ADVERTISING

Time : Three hours

Maximum : 75 marks

PART A — (5 × 3 = 15 marks)

Write short notes on any FIVE of the following in about a paragraph each.

1. Define Advertisements.
2. What is packaging?
3. Discuss briefly about brand management.
4. What are television sports?
5. What is POP advertisement?
6. List any three functions of the account servicing department.
7. What are advertising campaigns?
8. What is marketing mix?

PART B — (5 × 6 = 30 marks)

Answer any FIVE of the following in about a page each.

9. Do advertisements promote a healthy competition among products. Illustrate.
10. Describe the structure of an advertisement copy and explain.
11. Our advertisements seldom reflect our cultural ethos. Do you agree? Substantiate.
12. In an advertisement spanning 8 seconds. You need to tell a whole lot of things to the viewers about the product advertised. Write with an example illustrating this.
13. Do radio advertisements provide enough scope for creativity? Elaborate your answer with suitable examples.
14. Who is a client service executive and what are his job descriptions?
15. What is advertisement scheduling? How is it important in the overall campaign planning?
16. Explain MRTP and justify why should competitors be provided with a level playing field?

PART C — (2 × 15 = 30 marks)

Answer the following in about 3 pages each.

17. (a) Toothpaste is toothpaste. How are they differentiated in advertisements in order to sell in the market? Illustrate your answer with atleast two toothpaste advertisements.

Or

(b) Do pens have personality? That's what advertisements keep saying. Justify your answer with atleast two different pen advertisements.

18. (a) What is advertising research? Are they used in India? List its advantages and limitations.

Or

(b) How are women portrayed in Indian advertisements? Cite some examples that portray them both positively or negatively in advertisements.