

7401/ABO

OCTOBER 2008

INTRODUCTION TO ADVERTISING

Time : Three hours

Maximum : 75 marks

PART A — (5 × 3 = 15 marks)

Answer any FIVE of the following in about a paragraph.

1. What is advertising?
2. What is GNP?
3. What are marketing mix?
4. Define Consumerism.
5. Define media planning.
6. What is direct advertising?
7. Define research.
8. Define media mix.

PART B — (5 × 6 = 30 marks)

Answer any FIVE of the following in about a page.

9. Explain the scope of advertising.
10. What are the components of product positioning?

11. Explain the functions of advertising agencies.
12. Explain the audience use theory of advertising.
13. What are the code of ethics in advertising?
14. Explain the merits and demerits of print media.
15. Explain the process of media planning.
16. How will you classify the various appeals used in advertising?

PART C — (2 × 15 = 30 marks)

Answer ALL the questions in about 3 pages each.

17. (a) Write an essay on evolution of modern advertising in India.

Or

- (b) Explain the various ethical issues involved in advertising.

18. (a) Examine the various factors that are to be considered while making in effective media planning.

Or

- (b) Explain the process of advertising research with imaginary facts and figures.