

9.services are agencies that specialize in buying time and space.
 - a. Media selling
 - b. Media planning
 - c. Media buying
 - d. Media organizing.
10.makes people buy things they do not need.
 - a. Advertising
 - b. Public relation
 - c. Personal selling
 - d. Email marketing
11. The first thing a reader notices in a printed advertising is the:
 - a. Headline
 - b. Illustration
 - c. Copy
 - d. Format
12. In Advertising which appeal or emotion creates Instant Connection:
 - a. Humour
 - b. Colourful
 - c. Fear
 - d. Musical
13. Delivering the right message to the right person at the right time is the fundamental objective of:
 - a. Advertising
 - b. Copywriter
 - c. Branding
 - d. Media Vehicle
14. A/Anmade up of the company's own advertising staff may provide full services or a limited range of services.
 - a. In-house agency
 - b. Promotional dept
 - c. Full service agency
 - d. Intra firm agency
15. Coupons, small gifts, and other incentives are part of.....
 - a. Sales promotion
 - b. Advertising
 - c. Customer service
 - d. Publicity
16. What is the "bandwagon" appeal in advertising?
 - a. A marketing strategy that focuses on promoting eco-friendly products
 - b. A method of advertising that highlights the scientific research behind a product
 - c. An approach that targets specific demographic groups based on their age and gender
 - d. A persuasive technique that emphasizes the popularity or social acceptance of a product or idea
17. Visual illustrations are important because up to.....of the information content in advertng is ignored by consumers.
 - a. 50%
 - b. 98%
 - c. 70%
 - d. 75%
18. There is finally the impact advertising can have on the.....of a country.
 - a. Culture
 - b. Society
 - c. People
 - d. Population
19. All the Media used in a Marketing Campaign is known as:
 - a. Media Mix
 - b. Media Vehicle
 - c. Frequency
 - d. Reach

20. AAAI stands for:

- a. American agency for advertisers information
- b. Advertising agencies association of India
- c. Association of advertising agencies in India
- d. Indian association of advertising agencies

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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

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| 1. a) Discuss various categories of advertisement. | 8+2=10 |
| b) Give any relevant example of surrogate and guerrilla advertisement. | |
| 2. a) Define Advertising agency. | 2+8=10 |
| b) Discuss various types of advertisement agency. | |
| 3. a) Discuss any two types of emotional appeal. Give relevant examples of one ad where emotional appeal has been used. | 5+5=10 |
| b) Discuss any two types of rational appeal. Give relevant examples of one ad where these types of appeals have been used. | |
| 4. Discuss various media scheduling strategies with example. | 10 |
| 5. Discuss various types of sales personnel or sales manager. | 10 |
| 6. a) Define ad copy. | 2+8=10 |
| b) Discuss various elements of ad copy. | |
| 7. Discuss sales forecasting techniques. | 10 |
| 8. Discuss the process of effective selling. | 10 |

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