2012

Time : 3 hours

Full Marks : 80

Candidates are required to give their answers in their own words as far as practicable.

The questions are of equal value.

Answer any four questions in which Q. No. 1 is compulsory.

1. [A] Multiple choice questions. Select the correct answer from the given alternatives of the following:
   (a) Media of advertising is :
       (i) Sample
       (ii) Premium
       (iii) Calendar, Diary etc
       (iv) Demonstrations
   (b) Outdoor advertising includes:
       (i) Newspaper Advertising
       (ii) Magazine Advertising

AP - 8/3 (Turn over)
(iii) Folders
(iv) Posters

(c) Providing basic information on companies or individuals is called:

(i) Lead Generation
(ii) Traffic Generation
(iii) Action
(iv) Media Management

(d) Which of the following should make efforts to remove the evils of advertisement?

(i) Manufacturer
(ii) Government
(iii) Consumer
(iv) None of the above

(e) Costliest means of advertising is:

(i) Sales promotion
(ii) Personal selling
(iii) Public relations
(iv) All of the above

AP – 8/3 (2) Contd.
[B] Select the right answer of the following:

(a) ______ is compulsory for advertisement.
   (i) Expenditure
   (ii) Efforts
   (iii) Both of the above
   (iv) Television

(b) ______ is an advantage of advertisement.
   (i) Better Reach
   (ii) Less Effective
   (iii) Rigidity
   (iv) Lack of Feedback

(c) Direct advertising is meant for ______ persons.
   (i) General
   (ii) Specific

(d) Radio and television are the examples of ______ advertising.
   (i) Indoor
   (ii) Outdoor

(e) Advertising and propaganda ______ the same.
   (i) Are
   (ii) Are not
2. What do you mean by advertising? Discuss its main objectives.

3. What is an advertising agency? Discuss its role and functions.

4. What do you mean by media of advertising? Explain, in brief, the different methods of advertising.

5. "Advertising is a creative process." Explain.

6. Discuss the structure of a campaign plan for advertising.

7. Discuss the advantages and disadvantages of advertising on T.V.

8. Discuss the advantages and disadvantages of Direct Marketing.