2013

Time: 3 hours
Full Marks: 80

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

The figures in the margin indicate full marks.

Answer from both the Groups as directed.

Group - A

Answer any four of the following: 15x4 = 60

1. What is advertisement? Discuss its characteristics with examples.

2. What are the different types of media used for advertising a product or service? Discuss at least five types of media used for advertising.

3. Discuss various techniques of advertising.

5. Advertising is an essential activity for a company in the competitive market. Give your suggestion to support it.

6. What are the various techniques of advertising? Explain with examples.

7. Differentiate between publicity and advertising. Give at least five points to elaborate it.

8. A company manufactures products for women. How will it advertise its products to attract the target customers to maximize the profits and the sale? Give examples as far as possible.

9. Discuss some major impacts of advertisements in our society.

10. Advertisement needs medium to propagate the detailed information related to products or services to the target customers. How will you select a particular media for a particular group of customers for advertising? Explain.

UK – 52/3 (2) Contd.
Group – B

Answer all questions:

2. Choose the correct answer of the following:

\[ 2 \times 10 = 20 \]

(a) ‘Advertisement is the means by which we have known, what we have to sell or what we want to buy’.

This definition is given by:

(i) Frank Jefkins
(ii) Peter Johnson
(iii) Mr. Arshad Hussain
(iv) None of these

(b) The word ‘Advertisement’ is derived from a Latin Word:

(i) Aderto
(ii) Advertee
(iii) Advert
(iv) None of these

UK – 52/3 (3) (Turn over)
(c) An Indian Advertising Agency called 'National Advertising Service' was established in:

(i) 1930

(ii) 1935

(iii) 1940

(iv) None of these

(d) In which year the Indian and Eastern Newspaper Society has been formed?

(i) 1935

(ii) 1937

(iii) 1939

(iv) None of these

(e) Advertisement is:

(i) An art

(ii) A science

(iii) A business

(iv) All of these
(f) In which year the radio advertisement had been started in India?
   (i) 1963
   (ii) 1965
   (iii) 1967
   (iv) None of these

(g) Advertisement Industry can generate:
   (i) Employment
   (ii) National income
   (iii) Both (i) and (ii)
   (iv) None of these

(h) Advertisement can stop:
   (i) Propaganda activities
   (ii) To exchange information
   (iii) Both (i) and (ii)
   (iv) None of these

(i) The history of advertisement in modern India is discussed with the arrival of:
   (i) Printing press
(ii) Television
(iii) Radio
(iv) None of these

(j) Advertisement is a:
(i) Paying mode activity
(ii) Non-paying mode activity
(iii) Both (i) and (ii)
(iv) None of these