

- Q.29 Explain the negative effects of advertising appeals. (CO-3)
- Q.30 Write a short note on advertising budget.(CO-4)
- Q.31 How we can test the effectiveness of advertising Explain. (CO-5)
- Q.32 Write a short note on international advertising. (CO-5)

SECTION-D

Note:Long answer type questions. Attempt any three questions. 3x10=30

- Q.33 Define advertising. Explain the various functions of advertising in details. (CO-1)
- Q.34 Explain the process of media planning and also highlight the merits and demerits of TV as an advertising media. (CO-4)
- Q.35 Define advertising copy. Explain the essentials of a good advertising copy. (CO-3)
- Q.36 Mention the various functions of an advertising agency in details. (CO-2)

(Note: Course outcome/CO is for office use only)

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5th Sem. / DBM

Subject : Advertising Management

Time : 3 Hrs. M.M. : 100

SECTION-A

Note:Objective type questions. All questions are compulsory (10x1=10)

(Course Outcome/CO)

- Q.1 Positioning of brand is also an objective of advertising. (True/False) (CO-1)
- Q.2 Copy is a creative message written by a copywriter. (True/False) (CO-3)
- Q.3 Hoardings are related to indoor advertising. (True/False) (CO-4)
- Q.4 TV can target to mass audience. (True/False) (CO-4)
- Q.5 Digital advertising is not related to the modern trend. (True/False) (CO-5)
- Q.6 Impact of advertising is known as advertising effectiveness. (True/False) (CO-5)

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- Q.7 Allocation of fund for advertising is advertising budget. (True/False) (CO-4)
- Q.8 Advertising strategy means how to compete with others. (True/False) (CO-4)
- Q.9 An Institute that handles the advertising function is known as advertising agency. (True/False) (CO-2)
- Q.10 Banners and posters are the part of electronic media. (True/False) (CO-4)

SECTION-B

Note: Very Short answer type questions. Attempt any ten parts 10x2=20

- Q.11 Mention any two objectives of advertising. (CO-1)
- Q.12 Write any two types of advertising. (CO-1)
- Q.13 Define advertising. (CO-1)
- Q.14 Mention any two features of publicity. (CO-1)
- Q.15 Describe two important goals of an advertising manager. (CO-2)
- Q.16 Write any two function of advertising agency. (CO-2)

- Q.17 Define advertising strategy. (CO-4)
- Q.18 What is punch-line in advertising? (CO-3)
- Q.19 Define advertising budget. (CO-4)
- Q.20 Describe retail advertising. (CO-5)
- Q.21 Write the name of any two types of advertising test. (CO-5)
- Q.22 Define indoor advertising. (CO-2)

SECTION-C

Note: Short answer type questions. Attempt any eight questions. 8x5=40

- Q.23 Highlight the main functions of advertising. (CO-1)
- Q.24 What are the scopes of advertising? (CO-1)
- Q.25 Differentiate between advertising and publicity. (CO-1)
- Q.26 Explain the various functions of advertising agency. (CO-2)
- Q.27 Mention the features of a good advertising manager. (CO-3)
- Q.28 Explain the media planning process in short. (CO-4)

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