

**APPLIED COMPONENT-ADVERTISING**

**Duration: 2 hours**

**Max. Marks: 80 marks**

**Instructions:** *Figures to the right indicate maximum marks.  
Start each question on a fresh Page.  
All questions are compulsory.*

**Q.1) Write short notes on (Any 4)**

**(16 marks)**

- a) Integrated Marketing Communication
- b) Role of creativity in advertising
- c) Criticism against advertising
- d) Creative v/s Competitive advertising
- e) Niche Marketing
- f) Institutional advertising

**Q.2) Write short notes on (Any 4)**

**(16 marks)**

- a) Buying motives v/s Selling points
- b) Importance of Media Planning
- c) Advantages of research
- d) Product Positioning Strategy
- e) Classification of buying motives
- f) Media Scheduling

**Q.3) (a) "High ethical standards are vital for the long run health of advertising". Explain.(12 mks)**

OR

**Q.3) (x) Discuss the primary and secondary objectives of advertising.**

**(12 mks)**

**Q.4) (a) What is creative strategy? Describe the various aspects of creative strategy.**

**(12 mks)**

OR

**Q.4) (x)** Discuss creative pyramid. **(06 mks)**

**(y)** What are the steps involved in creative visualization process. **(06 mks)**

**Q.5) (a)** Explain the different types of consumers. **(12 mks)**

OR

**Q.5) (x)** What is advertising appeal? Discuss the various types of appeals made by an advertiser.

**(12 mks)**

**Q.6) (a)** Explain the different methods of setting an advertising budget. **(12 mks)**

OR

**Q.6) (x)** What is advertising budget? Enumerate the steps involved in preparing an advertising budget. **(12 mks)**