

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)