

Seat No: - _____

Enrollment No: - _____

**PARUL UNIVERSITY
FACULTY OF ARTS**

B. Arts Midterm Examination 2022–23

Semester: - V

Date: 26/07/2022

Subject Code: - (15103303)

Time: 10.30 AM – 12.30 PM

Subject Name: - Advertising

Total Marks: 40

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

		Marks
Q.1	Do As Directed.	06
1	The ultimate objective of advertising is to	
	(A) build positive image	(B) create goodwill
	(C) send a message	(D) sell
2	Advertising for is not allowed.	
	(A) alcohol	(B) sanitary napkins
	(C) cigarette	(D) both (A) & (C)
3	Advertising is.....	
	(A) A publicity	(B) A sales promotion
	(C) A paid information and awareness	(D) All of the above
4	When an advertisement placed outside the home is called	
	(A) Transit advertising	(B) Outdoor advertising
	(C) Classified ad	(D) Aerial ad
5	When an advertiser wants to cover the entire nation is called	
	(A) Local advertising	(B) National advertising
	(C) International advertising	(D) Regional advertising
6	This one if not the function of advertising?	
	(A) Brand Image building	(B) Persuading people
	(C) Giving information	(D) Pricing
7	Advertising that is set in small type and arranged according to categories or interests	
	(A) Display ads	(B) Advertorial
	(C) Classified ads	(D) None of these
8	Advertisements are a form of communication	
	(A) Group	(B) Intra-personal
	(C) Personal	(D) Non-personal
9	Advertisement through radio was very popular because of _____	
	(A) Language	(B) Mass reach
	(C) Audio impact	(D) All of these
10	The advertisement of newspaper has a life span of	
	(A) one year	(B) (b) one day
	(C) one week	(D) (d) forever

11	_____ refers to a form of advertisement that duplicates the brand image of one product to promote another product of the same brand.			
	(A)	Surrogate Advertising	(B)	Outdoor Advertising
	(C)	Public Relations Advertising	(D)	None
12	It is difficult to evaluate the impact of advertising message as there is no immediate and accurate			
	(A)	Feedback mechanism	(B)	Decision
	(C)	Legal backing	(D)	Opinion
B. Terms / Short Notes / Case Study / Charts / Graphs/ Tables, etc. (Each of 01 mark)				(04)
1	Define Advertising?			
2	What is the target audience in advertising?			
3	What are classified ads?			
4	What is OOH?			
Q.2	Answer the following.			
1	State four features of Advertising			(04)
2	Difference between product advertising and public service advertising.			(04)
OR				
2	Describe the importance of Advertising.			(04)
Q.3	Answer the following.			
1	State active participants in advertising.			(05)
2	Describe advertising in India before Independence			(05)
OR				
2	What is gender stereotype? Examine gender stereotypes in Indian ads.			(05)
Q.4	Answer the following.			
1	Write about evolution of Advertising in detail.			(06)
2	State the classification of Advertising in detail.			(06)
OR				
2	Examine the change in representation of Gender in advertising in India.			(06)

*****All the Best*****

Answer Sheet

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**PARUL UNIVERSITY
FACULTY OF ARTS**

B. Arts / M. Arts Regular / Supplementary Examination Winter 2021–22

Semester: -

Subject Code: - (Subject Code)

Subject Name: - (Subject Name)

Date: dd/mm/yyyy

Time: (2hr: 30 Minutes)

Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

				Marks
Q.1	Do As Directed.			08
1				
	(A)		(B)	
	(C)		(D)	
2				
	(A)		(B)	
	(C)		(D)	
3				
	(A)		(B)	
	(C)		(D)	
4				
	(A)		(B)	
	(C)		(D)	
5				
	(A)		(B)	
	(C)		(D)	
6				
	(A)		(B)	
	(C)		(D)	
7				
	(A)		(B)	
	(C)		(D)	
8				
	(A)		(B)	
	(C)		(D)	
9				
	(A)		(B)	
	(C)		(D)	
10				

	(A)		(B)	
	(C)		(D)	
11				
	(A)		(B)	
	(C)		(D)	
12				
	(A)		(B)	
	(C)		(D)	
13				
	(A)		(B)	
	(C)		(D)	
14				
	(A)		(B)	
	(C)		(D)	
15				
	(A)		(B)	
	(C)		(D)	
16				
	(A)		(B)	
	(C)		(D)	
B. Terms / Short Notes / Case Study / Charts / Graphs/ Tables, etc. (Each of 01 mark)				(07)
1				
Ans.				
2				
Ans.				
3				
Ans.				
4				
Ans.				
5				
Ans.				
6				
Ans.				
7				
Ans.				
Q.2	Answer the following.			
1				(04)
Ans.				
2				(04)
Ans.				
3				(04)
Ans.				
OR				
3				(04)
Ans.				
Q.3	Answer the following.			
1				(05)
Ans.				
2				(05)
Ans.				
3				(05)

Ans.		
	OR	
3		(05)
Ans.		
Q.4	Answer the following.	
1		(06)
Ans.		
2		(06)
Ans.		
3		(06)
Ans.		
	OR	
3		(06)
Ans.		

*****All the Best*****