

Seat No: _____

Enrollment No: _____

PARUL UNIVERSITY

FACULTY OF DESIGN

B. Design, Summer 2021 - 22 Examination

Semester: 4

Date: 28/03/2022

Subject Code: 18102261

Time: 10:30AM TO 12:30PM

Subject Name: Advertising Profession & Practice

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.

Q.1 A) Do as directed. (1 mark for each item) **(20)**

(Objective type questions - For example MCQ, Fill in the blanks, True or False, Finding errors,

Match the following, Cloze test, etc...)

1. Which one of the following is considered to be the paid from?
(a) Advertising (b) Public Relation
(c) Propaganda (d) Pitching
2. Advertisement through radio was very popular till the middle of last century because of:
(a) It's effectiveness (b) More popular than newspaper
(c) Mass reach (d) Cost of advertisement
3. If a company uses successful brand names to launch a new or modified product in a new category, this strategy is called _____.
(a) Brand extension (b) Co-branding
(c) Line extension (d) Multi branding
4. Full form of POP is Point of Purchase (POP) material
True or False
5. Buy one get two will fall under sales promotion scheme
True or False
6. When two brand names from different companies use the name of the same product, this branding strategy is called _____.
(a) Umbrella branding (b) Store branding
(c) Mega branding (d) Co-branding
7. The most popular form of advertising and it reaches to masses:
(a) Social media (b) Email
(c) Radio (d) Print
8. Advertising campaigns help create awareness, recognition and even preference for a brand. But brands are not maintained by advertising but through _____.
(a) Brand dilution (b) Brand experience
(c) Brand extension (d) None of the above
9. Out of 4Ps in marketing mix three are product, promotion and price, which is the 4th P
(a) Purpose (b) Place
(c) Promotion (d) Plan
10. The motive to which an ad is directed, designed to stir a person toward goal the advertiser has set is known as
(a) Appeal (b) Need
(c) Demand (d) Desire
11. For communication to be effective it should be:
(a) Repetitive (b) Reinforcing
(c) Both 'a' and 'b' (d) None of the given options

12. Dividing the market based on age, income, educational qualification, is known as
 (a) Profile (b) Census
 (c) Target audience (d) Demography
13. A database is an organized and detailed computerized listing of customers and contacts.
 True or False
14. A brand must be placed in such a way that it finds a place in an individual consumer's perception of the world of products around him or her. It is known as -
 (a) Brand Diversification (b) Brand Positioning
 (c) Brand Maintenance (d) None of the given options
15. Advertising is affected by _____ forces.
 (a) Economic (b) Social
 (c) Technological (d) All of the given options
16. Consumer is also known as end user.
 True or False
17. _____ shows how consistent customers are in buying your brand, how long they have been buying and how long they may buy?
 (a) Customer loyalty (b) Brand loyalty
 (c) Product loyalty (d) Company loyalty
18. Which company has the tagline of "The name you can bank upon."?
 (a) ICICI Bank (b) SBI
 (c) Punjab National Bank (d) Kotak Mahindra
19. Which company has the tagline of "Fall in love with learning"?
 (a) Byju's (b) Khan Academy
 (c) White Hat Jr. (d) Vedantu
20. Copywriting is the act of writing copy for the purpose of selling or marketing a _____, a business, or an idea
 (a) price (b) product
 (c) material (d) texture

Q.2 Answer the following questions in brief (Any five out of six)

(10)

1. Describe your advertising media choice for:
 (a) Toothpaste
 (b) Washing Machine
2. What is Brand positioning ?
3. Why is branding important?
4. List down various advertising media.
5. Write in brief about Direct Marketing with example.
6. Which brand you like the most state any one name with tagline?

Q.3 Answer the following questions. (Any 2 out of 3)

(10)

1. **What is Advertising? Briefly explain the features and characteristics of advertising.**
2. **Write a short note on 'Advertising and Society'.**
3. **What are the 5 Ws of Advertising?**