

PARUL UNIVERSITY
FACULTY OF ARTS
B.Arts Winter 2019 –20 Examination

Semester: 5
Subject Code: 15103303
Subject Name: Advertising

Date: 23/11/2019
Time: 2.00 pm to 4.30 pm
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.

Q.1 Do as directed.**(08)****A. Multiple choice type questions. (Each of 0.5 mark)**

1. The first step towards strategizing for advertisement is
 - a. Deciding the message
 - b. Setting Objectives
 - c. Setting the budget
 - d. Selecting media
2. Which of the following is the most popular print media available to advertiser?
 - a. Pamphlet
 - b. E- mails
 - c. Flyers
 - d. Newspapers
3. Advertising is not flexible as the message is once fixed it can't be altered again and again according to the.....
 - a. Adviser
 - b. Customer
 - c. Marketers
 - d. None of these.
4. With the popularity of satellites, phones, iPod etc. usage of becomes ineffective but in remote areas it is considered as the fastest way to communicate with masses.
 - a. Social media
 - b. E-mails
 - c. Radio
 - d. Television
5. "Through newspaper any firm can reach literate customers only". It's a
 - a. No problem in such advertising
 - b. Drawback of newspaper
 - c. Advantage of newspaper
 - d. Nothing related to illiterate customers.
6. Comparing past sales and advertisement, trying for new experiments, measuring sale difficulties are.....
 - a. Objectives of advertising
 - b. Models of advertising
 - c. Developing strategy
 - d. Evaluation of strategy
7. Magazines add credibility to the message because of the reputation in the eyes of.....
 - a. Consumers.
 - b. Salesman
 - c. Marketing managers.
 - d. None of these
8. Advertisement is a mass communication. It addresses to masses and it's a form of.....communication.
 - a. Personal
 - b. Non-personal
 - c. Direct
 - d. Indirect
9. It is difficult to evaluate the impact of advertising message as there is no immediate and accurate
 - a. Legal environment
 - b. Educative
 - c. Feedback mechanism
 - d. Convenient purchasing
10. For making advertisement s more effective, the manufacturers improve and launch new products.
 - a. Sponsors
 - b. Existing products
 - c. Marketing channels.
 - d. None of these
11. Advertisement through radio was very popular till the middle of last century because of.....
 - a. More popular than newspaper.
 - b. Cost of advertisement
 - c. Mass reach
 - d. None of these
12. The advertisement of newspaper has a very short life span of.....
 - a. One week
 - b. One month
 - c. One year
 - d. One day

13. in advertisement means of providing complete information about the product and its uses to the society.
- | | |
|----------------------------|--------------------|
| a. Education and awareness | c. Legal awareness |
| b. Personal Selling | d. Interest |
14. The best advertisement is.....
- | | |
|-------------------------|---------------|
| a. By emails | c. Print |
| b. A satisfied customer | d. Television |
15. This type of advertising seeks to warn against the dangers inherent in the excessive use of some product or service.
- | | |
|-------------------------|--------------------------------------|
| a. Counter advertising | c. Social responsibility advertising |
| b. Standard advertising | d. Public Service advertising |
16. This function serves by helping companies that provide products or services sell their products.
- | | |
|----------------------|-----------------------|
| a. Economic function | c. Education function |
| b. Social function | d. Marketing function |

B. Terms/ Short notes etc. (Each of 01 mark)

(07)

1. What is advertising?
2. What are the various media available for advertising today?
3. How would you choose the best media to promote your advertisement?
4. How effective is online advertisement?
5. What is target audience?
6. List types of print media which carries advertisements..
7. What are primetime shows where the cost of advertisements is too high?

Q.2 Answer the following.

A. Characteristics of advertising

(04)

B. Nature of advertising.

(04)

C. Why do we need advertisements?

(04)

OR

C. Does every advertisement influence the customers?

(04)

Q.3 Answer the following.

A. How do advertisements help customers?

(05)

B. "Advertisements lead to wasteful expenditure." Present an argument against this statement

(05)

C. Is advertising information or manipulation?

(05)

OR

C. Write 2 jingles for radio advertisements for bathing soap.

(05)

Q.4 Answer the following.

A. Types of advertising with examples.

(06)

B. In relation to communication How does television advertising impact the self-concept or identities of women? Does this same thing happen to men? How?

(06)

C. Are fairness creams manipulating men and women? Do you agree that fairness creams are more consumed /used by the people living in rural areas?

(06)

OR

C. Explain any beauty product that is breaking the stereotypes in the society.

(06)