

(6 pages)

Reg. No. :

Code No. : 30635 E Sub. Code : CNBA 31

U.G. (CBCS) DEGREE EXAMINATION, APRIL 2023

Third Semester

Business Administration – Non – Major Elective

ADVERTISING

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. What is the motive of an Advertisement?
 - (a) To publicize a product
 - (b) To generate more sales
 - (c) To remind a product
 - (d) All the above

5. _____ is the heart and soul of advertising which makes it memorable.
 - (a) Creativity
 - (b) Buying motive
 - (c) Selling point
 - (d) Appeal
6. The three basic ingredients of any advertising copy are _____ style and _____.
 - (a) Content, clarity
 - (b) Clarity, Presentation
 - (c) Presentation, content
 - (d) Content, colours
7. The fastest growing medium of advertising is _____.
 - (a) Internet
 - (b) Newspaper
 - (c) Television
 - (d) Radio
8. _____ is the number of people who are exposed to a medium.
 - (a) market
 - (b) audience
 - (c) target
 - (d) customer

2. An automobile company giving its advertisement in the news paper for a new product is an example of which type of advertising?
 - (a) Reminder Advertising
 - (b) Informative Advertising
 - (c) Reinforcement Advertising
 - (d) Comparative Advertising
3. _____ became the first full service advertising agency.
 - (a) N. W. Ayer and Son
 - (b) FCB Ulka Advertising Ltd
 - (c) Ogilvy and Mather
 - (d) William Taylor
4. The _____ established in 1985, is committed to the cause of Self – Regulation in Advertising and ensuring the protection of the interests of consumers.
 - (a) Indian Monetary Fund
 - (b) Television Regulatory Authority of India
 - (c) Advertising Agencies Association of India
 - (d) Advertising Standards Council of India

9. _____ is a hierarchy of effects or sequential model used to explain how advertising works.
 - (a) ADD
 - (b) AIDA
 - (c) PESTLE
 - (d) SWOT
10. Action is the _____ step in DAGMAR model.
 - (a) first
 - (b) second
 - (c) third
 - (d) final

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) State the objectives of Advertising.

Or

(b) List out the demerits of Advertising.
12. (a) State the role of an advertising agency.

Or

(b) Write a note on Advertisement campaign.

13. (a) What are the elements of an advertising copy?

Or

(b) Describe the importance of copy testing.

14. (a) What is media planning? Explain its importance.

Or

(b) State the objectives of internet advertising.

15. (a) What is the need for measuring the effectiveness of advertising?

Or

(b) What is post testing? Explain in detail.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 600 words.

16. (a) Describe the functions of advertising.

Or

(b) Explain the different types of advertisements.

17. (a) Explain the Social aspects of advertisements.

Or

(b) Discuss the regulation of advertising in India.

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18. (a) What are the requisites of an effective advertisement copy? Explain.

Or

(b) Describe the principles of designing a good layout.

19. (a) Explain the media selection process.

Or

(b) List out the merits and demerits on internet advertisement.

20. (a) Explain the methods of pretesting an advertisement.

Or

(b) Explain in detail about the DAGMAR model.

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