

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

Third Semester

Business Administration/Aviation Management

Non Major Elective — ADVERTISING

(For those who joined in July 2021 – 2022)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Mass communication with customer or potential customers, usually through paid public media is known as _____
(a) advertising (b) publicity
(c) public relation (d) brand building
2. Which media is useful for illiterate consumers?
(a) Print media (b) Broadcast media
(c) Posters (d) Transit means

7. Media planning is the process of determining how to use _____ and _____ to achieve advertising objectives.
(a) Money, Power (b) Space, Power
(c) Time, Resources (d) Time, Money
8. Which one of the following media would opt for promoting?
(a) Industry-oriented magazines
(b) TV
(c) Presentations during trade fairs
(d) Internet
9. _____ is conducted before an ad campaign is launched in the market.
(a) Pre - test (b) Post - test
(c) Production test (d) Advertising test
10. _____ approach measures the results of an advertising campaign.
(a) DAGMAR (b) USP
(c) GRP (d) TRP

3. _____ agencies specialize in endorsement of brands in the various social media platforms.
(a) Social media
(b) User-generated contented
(c) Friend Feed
(d) Social network service
4. The advertisement should not promote any hazardous or harmful things or chemicals comes under _____
(a) AAAI Code (b) international Code
(c) Company Code (d) ASCI Code
5. _____ in advertisement means developing innovative ideas to advertise a product in a market.
(a) Creativity (b) Buying motive
(c) Selling point (d) Appeal
6. _____ is responsible for writing headings and slogans in advertising
(a) Copy writer (b) Visualiser
(c) Media Executive (d) Account Executive

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Describe the origin and evolution of advertising.
Or
(b) State the merits of advertising.
12. (a) What are the different types of advertising agents?
Or
(b) Write a note on misleading advertisements.
13. (a) What are the elements of an advertising layout?
Or
(b) Describe the advantages of copy testing.
14. (a) Why is media selection important?
Or
(b) List out the disadvantages of internet advertising.



15. (a) Measuring the effectiveness of advertising is important. Why?

Or

(b) What is pre 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) Discuss the functions of advertising.

Or

(b) Explain the classification of advertisements.

17. (a) Discuss the economic aspects of advertisements.

Or

(b) Explain the role of Advertisements Standard Council of India.

18. (a) Describe the different types of advertising copy.

Or

(b) State the qualities of a good copy writer.

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19. (a) How is media planning done?

Or

(b) Explain the challenges faced in internet advertising.

20. (a) Explain the methods of post testing an advertisement.

Or

(b) Explain the DAGMAR Model.

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