

Code No. : 10560 E Sub. Code : CNBA 31

U.G. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

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 the questions.

Choose the correct answer :

- What is advertising?
(a) publicity (b) sales promotion
(c) paid information (d) all the above
- What kind of advertising involves events and Trade shows?
(a) Print Advertising
(b) Outdoor Advertising
(c) Covert Advertising
(d) Public service Advertising

- Media planning is the process of determining how to use _____.
(a) Cost and profit
(b) Time and space
(c) Money and time
(d) Time and Client's resources
- Which media has the highest value of reach in the Indian context?
(a) TV (b) Newspaper
(c) Radio (d) Magazines
- _____ is conducted during the running of the ad campaign or after the completion of the ad campaign.
(a) Pre - test (b) Post - test
(c) Production test (d) Advertising test
- The last step in DAGMAR model is _____.
(a) audience (b) action
(c) awareness (d) promotion

- In the advertising agency selection process, the agency should possess which one of the following qualification?
(a) The suitability, agency infrastructure, imaginativeness
(b) Product conflict
(c) Weak financial position of an agency
(d) Good Client turnover
- Due to the unethical and sharp use of advertising in the early 20th Century, a call for _____ was made by some advertisers in order to avoid giving the control away to the state.
(a) Drug-Regulation (b) Competition Act
(c) Company Act (d) Self-Regulation
- _____ copy in advertising focuses on the name and goodwill of the advertiser.
(a) Educational (b) Humorous
(c) Institutional (d) Descriptive
- _____ is a plan that indicates where different elements of an ad are to be placed for effective presentation.
(a) Headline (b) Layout
(c) Copy (d) Animation

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

- (a) Why is advertising important?
Or
(b) State the features of advertising.
- (a) Write a note on the legal aspects of advertising.
Or
(b) Describe the objectives of Advertisements Standard Council of India.
- (a) List out the functions of layout.
Or
(b) Why is copy testing necessary?
- (a) Discuss the significance of media planning and selection.
Or
(b) What are the advantages of internet advertising?

15. (a) Why is testing advertising effectiveness necessary?

Or

- (b) Explain Concurrent testing.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) What are the different types of advertisements? Explain.

Or

- (b) Describe the positive and negative effects of advertising.

17. (a) Explain the functions of advertising agencies.

Or

- (b) How is advertising regulated in India?

18. (a) Explain the requisites of an advertisement copy.

Or

- (b) Describe the qualities of a good copy writer.

19. (a) Explain the problems in media planning.

Or

- (b) What makes internet as an effective advertising media?

20. (a) Explain the methods for measuring the effectiveness of an advertisement campaign.

Or

- (b) Explain the DAGMAR Model of measuring advertising effectiveness.
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