

(6 pages)

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B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

First Semester

Economics — Allied

PRINCIPLES OF ADVERTISEMENT — I

(For those who joined in July 2017–2020)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. Who is called as the father of advertising?

- (a) Kennedy
- (b) Benjamin Franklin
- (c) Egbert
- (d) None of the above

2. Advertising is a

- (a) method of promotional mix
- (b) form of publicity
- (c) non-personal communication
- (d) all of these

3. Which one of the following is the supplement to other main form of advertising?

- (a) sky advertising
- (b) television advertising
- (c) radio advertising
- (d) none of the above

4. Media of indirect advertising is

- (a) newspaper
- (b) television
- (c) radio
- (d) all the above

5. While selecting a particular newspaper as a media, _____ is to be considered in mind.

- (a) circulation of the newspaper
- (b) advertisement tariff
- (c) space availability
- (d) all

6. 'Economic and political weekly' is a
(a) consumer magazine
(b) trade journal
(c) women's magazine
(d) none
7. Interior displays are most suitable for
(a) readymade garments
(b) foot wears
(c) home appliances
(d) all of these
8. Wall advertising is
(a) outdoor advertising
(b) indoor advertising
(c) firm advertising
(d) all of these
9. Television advertising started in India in the year
(a) 1970 (b) 1973
(c) 1975 (d) 1976

10. The advantage of cable TV is
(a) testability (b) flexibility
(c) low cost (d) all the above

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) What are the objectives of advertising?
Or
(b) What are the features of advertising?
12. (a) Bring out the advantages of selecting the media.
Or
(b) Summarise the advantages of making display.
13. (a) What are the features of newspaper advertising?
Or
(b) List out the merits of magazine advertising.

14. (a) What are the advantages of outdoor advertising?

Or

(b) Differentiate newspaper advertising from magazine advertising.

15. (a) State the types of film advertisement.

Or

(b) What are the demerits of internet advertisement?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the types of advertising.

Or

(b) Describe the economic effect of advertising.

17. (a) Explain the forms of sales display.

Or

(b) Describe the characteristics of advertising media.

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18. (a) Explain the different types of magazines.

Or

(b) Explain the merits and limitations of newspaper advertising.

19. (a) Examine the different forms of outdoor advertising.

Or

(b) Differentiate indoor advertising from outdoor advertising.

20. (a) What are the merits and demerits of television advertising?

Or

(b) Summarise the merits and demerits of radio advertising.

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