

Code No. : 10192 E Sub. Code : SAEC 21/ AAEC 21

B.A. (CBCS) DEGREE EXAMINATION, NOVEMBER 2023.

Second Semester

Economics — Allied

PRINCIPLES OF ADVERTISEMENT — II

(For those who joined in July 2017-2020)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. Advertisement aims at
 - (a) Product Selling
 - (b) Marketing
 - (c) Customer Relations
 - (d) Mass Communication

6. The selection of appropriate media is based upon
 - (a) Nature of the product
 - (b) Cost
 - (c) Media habits of target consumers
 - (d) All the above

7. The cost of advertising for most products is especially high during _____.
 - (a) Peak seasons
 - (b) Morning news shows
 - (c) Prime time programmes
 - (d) Late night programmes

8. A short and memorable phrase used in advertising is called
 - (a) Logo
 - (b) Brand Image
 - (c) Slogan
 - (d) Sign

9. What is the name of the First ad Advertisement Agency established in India?
 - (a) Ogilvy and Mathur
 - (b) Indian Advertising Agency
 - (c) Modern Publicity Company
 - (d) Indias' Advertising Company

2. _____ is used heavily when introducing a new product category.
 - (a) Persuasive advertising
 - (b) Inferential advertising
 - (c) Reminder advertising
 - (d) Informative advertising

3. _____ is a plan of presenting the message in a more specific and compact form within the advertising space available to the target consumers.
 - (a) Advertisement media
 - (b) Advertisement copy
 - (c) Advertisement layout
 - (d) Optimum advertisements

4. The method used for evaluating advertising effectiveness
 - (a) Pre-test
 - (b) Post test
 - (c) Concurrent
 - (d) All the above

5. An Ad Copy that uses the endorsement of a satisfied customer?
 - (a) Comparative copy
 - (b) Reminder copy
 - (c) Expository copy
 - (d) Testimonial ad copy

10. All the following are factors that affect budget decisions except
 - (a) Market Share
 - (b) Stage in product life cycle
 - (c) Product pricing
 - (d) Competition

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Define 'Advertising budget'.
Or
(b) Specify the factors affecting advertising budget.

12. (a) Define 'Advertising Copy' and indicate its elements.
Or
(b) Explain the preparation of Layout.

13. (a) Give the classification of advertising copy.
Or
(b) Specify the need for proof reading and proof correction.

14. (a) Narrate the Buying Motives.

Or

(b) What is advertising effectiveness?

15. (a) What are the functions of Advertising Agency?

Or

(b) Indicate the aspects to be considered in the selection of advertising agency.

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 importance of Advertising Budget.

Or

(b) Narrate the methods of allocating funds for advertising budget.

17. (a) Explain the preparation of an effective advertising copy.

Or

(b) List the qualities of a good advertising copy.

Page 5 Code No. : 10192 E

18. (a) What are the types of Advertising Layout?

Or

(b) Analyse the components of Advertising Layout.

19. (a) Elaborate the types of Advertising Appeal.

Or

(b) Explain the Advertising effectiveness methods.

20. (a) Discuss the types of Advertising Agency.

Or

(b) Analyse the services of Advertising Agency.

Page 6 Code No. : 10192 E