

(7 pages)

Reg. No. :

Code No. : 10192 E Sub. Code : SAEC 21/
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B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

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 questions.

Choose the correct answer.

1. Setting the promotion budget so as to match the budgets of the competitors is a characteristic of which of the following budget method?
 - (a) Affordable method
 - (b) Percentage-of-Sales method
 - (c) Competitive-parity method
 - (d) Object-end-task method

2. What is the first elements that a reader notice in a print advertising?
 - (a) Copy (b) Illustration
 - (c) Head line (d) Slogan
3. An Ad copy that uses the endorsement of a satisfied customer is known as _____
 - (a) comparative copy
 - (b) reminder copy
 - (c) expository copy
 - (d) testimonial Ad copy
4. Copy testing is a specialized field of marketing research that determines an ad's effectiveness among customers. It is also known as _____
 - (a) Post-testing
 - (b) Copy tasting
 - (c) Pre-testing
 - (d) Primary testing
5. The content and context of a message contained in an advertisement is called _____
 - (a) Ad copy (b) Script
 - (c) Body (d) Advertising appeal

6. _____ 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) advertising layout
 - (d) teaser advertisements
7. Communication activities which provide incentives to consumer is known as _____
- (a) Advertising
 - (b) Direct Marketing
 - (c) Sales Promotion
 - (d) Publicity
8. The central theme of an advertisement that motivates the consumer to make a purchase decision is?
- (a) Advertising appeal
 - (b) Advertisement script
 - (c) Slogan
 - (d) Headline

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9. Information and persuasive content can be combined in the form of an appeal to _____
- (a) Provide a basic reason for the consumer to act
 - (b) Explain guilt and enrichment
 - (c) Satisfy hierarchical needs
 - (d) Include perceptual modifiers and need enhancers
10. Which of the following is usually, not an area of responsibility for people who work in an advertising agency?
- (a) Research
 - (b) Creativity
 - (c) Printing
 - (d) Buying

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Discuss the various steps involved in preparing an Advertising Budget.
- Or
- (b) What are the factors affecting advertising budget?

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[P.T.O.]

12. (a) What are the Characteristic qualities of a copy?

Or

(b) What are the main elements of Copy?

13. (a) What are different elements of print advertising?

Or

(b) What are features of a Good Layout?

14. (a) State the different types of appeals used in advertising.

Or

(b) State the methods to evaluate advertising effectiveness.

15. (a) Give the chart of organisation structure of an Advertising Agency.

Or

(b) State the structure 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) Define Advertising Budget and explain the various methods of framing the Advertising Budget.

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

Or

(b) What is Copy? What are the essentials of a good copy?

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

Or

(b) What are the steps involved in process of Layout?

19. (a) What are the essentials of a good advertising appeal?

Or

- (b) Write an essay about the evaluation of measuring advertising effectiveness.
20. (a) What factors would you keep in mind while Selecting an Advertising Agency?

Or

- (b) What is an Advertising Agency? State and explain the functions of an Advertising Agency.
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