



- ix) Catalogue is a form of
- a) Press advertising
 - b) Outdoor advertising
 - c) Direct mail advertising
 - d) Visual advertising.
- x) IMC means
- a) in house marketing communication
 - b) integration of marketing concepts
 - c) improved marketing communication
 - d) integrated marketing communication.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. Bring out the differences between advertising and sales promotion.
3. State the different approaches to copy writing.
4. What do you understand by the terms 'Brand awareness', 'Brand comprehension' and 'Brand attitude' ?
5. Describe the AIDA model and its significance in advertising.
6. Critically analyze the role of ethics in advertising with suitable example.



GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. State the basic communication process of advertising. Explain DAGMAR approach of setting advertising objectives. 8 + 7
8. What do you understand by media planning and scheduling ? Explain it with suitable example by taking one consumer product and one consumer durable product. 5 + 10
9. State the significance of advertising budget. Discuss the different methods of allocating advertising budget. 5 + 10
10. Write about sales promotion. What are the different kinds of sales promotion tools available and their utilities in increasing sales ? 5 + 10
11. Write short notes on any *three* of the following : 3×5
- a) Advocacy advertising
 - b) In-house agency
 - c) Gross rating point
 - d) Cross promotions and tie-in promotions
 - e) Push-pull strategy of promotion
 - f) Top-down approach of budgeting.

