Time : Three hours   Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. Define the term advertising.

2. Explain about vehicular media.

3. Write a short note on integrated programme.

4. Explain about propaganda.

5. What is media planning?

6. Define AD agencies.

7. What is sales quota?

8. Explain about price-pack deals.

9. List out any two issues in ethical advertising.

10. Briefly explain about women in advertising.

11. Write a brief note on career cycle of a sales person.

12. Define the term sales analysis.

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Explain in detail about target audience.

14. The theme "Close up is for close-ups", can in terms of basic advertising appeals be categorized

   (a) sensory

   (b) rational

   (c) social

   (d) ego-satisfaction.

   Justify your answers.

15. Explain about copy writing for print advertising.

16. How will you make a media combination for a tooth paste product of a newly established company with a new brand?

17. Write the morality in relation to adverting.

18. Briefly explain about the different selling operations.

19. Name the controlling institution of advertising.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. What are the different methods of setting an advertising budget?

21. Write the strategic implications of the USP method.

22. How the agencies acquire new clients? Explain in detail.

23. Explain the procedure for implementation and control of sales promotion campaigns.

24. "Controlling should be a dominantly forward-100 king function" - Discuss.

—————————