

NOVEMBER 2024

72247/BB25A

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions in about 30 words each.

1. Identify the essentials of advertising.
2. Why advertisement is needed?
3. Write short note on media placement.
4. State any two features of integrated programme.
5. What is competitive advertising?
6. What is pay out planning?
7. What do you mean advertisement control?
8. Define advertising organization.
9. Write short note on sales promotion.
10. What do you mean by social relevance in advertising?
11. Define advertisement ethics.
12. What is target audience?

SECTION B — (5 × 5 = 25 marks)

Answer any FIVE questions in about 200 words each.

13. Elucidate the several objectives of advertising.
14. Discuss the importance of market segmentation in advertisement.
15. Describe the influencing factors of media scheduling.
16. Explain the merits and demerits of advertising budget.
17. Brief the merits and demerits of advertising agencies.
18. When sales promotion activities are required in an organization? Explain in detail
19. Describe the significance of measuring the effectiveness of advertising.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions in about 500 words each.

20. Discuss the various steps involved in process of advertising.
21. What is media plan and explain its various strategies.

22. Describe the several functions of advertising agencies.
23. Elaborate the concept of campaign planning and explain the various implementation stages.
24. Explain the practice of ethics, economics and social relevance of advertising in India.