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MGT/S-3-M/II/12
(302-A)

2012

Time : 3 hours

Full Marks : 80

Candidates are required to give their answers in their own words as far as practicable.

The questions are of equal value.

*Answer any **four** questions in which Q. No. 1 is compulsory.*

1. [A] Multiple choice questions. Select the correct answer from the given alternatives of the following :
 - (a) Media of advertising is :
 - (i) Sample
 - (ii) Premium
 - (iii) Calender, Diary etc
 - (iv) Demonstrations
 - (b) Outdoor advertising includes :
 - (i) Newspaper Advertising
 - (ii) Magazine Advertising

- (iii) Folders
- (iv) Posters
- (c) Providing basic information on companies or individuals is called :
 - (i) Lead Generation
 - (ii) Traffic Generation
 - (iii) Action
 - (iv) Media Management
- (d) Which of the following should make efforts to remove the evils of advertisement ?
 - (i) Manufacturer
 - (ii) Government
 - (iii) Consumer
 - (iv) None of the above
- (e) Costliest means of advertising is :
 - (i) Sales promotion
 - (ii) Personal selling
 - (iii) Public relations
 - (iv) All of the above

[B] Select the right answer of the following :

(a) _____ is compulsory for advertisement.

- (i) Expenditure
- (ii) Efforts
- (iii) Both of the above
- (iv) Television

(b) _____ is an advantage of advertisement.

- (i) Better Reach
- (ii) Less Effective
- (iii) Rigidity
- (iv) Lack of Feedback

(c) Direct advertising is meant for _____ persons.

- (i) General
- (ii) Specific

(d) Radio and television are the examples of _____ advertising.

- (i) Indoor
- (ii) Outdoor

(e) Advertising and propaganda _____ the same.

- (i) Are
- (ii) Are not

2. What do you mean by advertising ? Discuss its main objectives.
3. What is an advertising agency ? Discuss its role and functions.
4. What do you mean by media of advertising ? Explain, in brief, the different methods of advertising.
5. "Advertising is a creative process." Explain.
6. Discuss the structure of a campaign plan for advertising.
7. Discuss the advantages and disadvantages of advertising on T. V.
8. Discuss the advantages and disadvantages of Direct Marketing.

