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2013

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. Write 'True' or 'False' for the following statements :
 - (a) Advertising and advertisement have the same meaning.
 - (b) Every product now-a-days needs advertisement.
 - (c) Advertisement makes the consumers victim of extravagance.
 - (d) In direct advertising, message is addressed to the general public.

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(Turn over)

- (e) Outside advertisement is not meant for all.
 - (f) Postal advertisement is also called circular advertisement.
 - (g) Directional advertising is also called directory advertising.
 - (h) T. V. is a solid mass market medium reaching about 68 percent of the adult population.
 - (i) Institutional advertising is also called corporate advertisement.
 - (j) Marketing has no role in advertising.
2. Define advertisement. Discuss the effects of advertisement on demand.
 3. Explain the usefulness of advertisement in modern business.
 4. Mention the different forms of press advertising and discuss the merits and demerits of each.
 5. What is media planning ? Discuss its components.

6. Explain the working of an advertising agency in detail.
7. Write short notes on any **two** of the following :
 - (a) Media buying services
 - (b) Specialised Agencies
 - (c) Pre-testing evaluation
 - (d) Social and legal issues in advertising

