

2012

Time : 3 hours

Full Marks : 80

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

The figures in the margin indicate full marks.

Answer from both the Groups as directed.

Group – A

Answer any **four** questions : 15×4 = 60

1. What is the difference between Advertisement and Propaganda ? Discuss.
2. What are the Ethics of Advertisement ?
3. Define Advertisement and discuss its different types.
4. Advertisement has become most important tool of Business. Discuss.

5. What do you understand by Media Scheduling ?
Discuss Micro and Macro Scheduling.
6. What is the importance of Layout and Design in Advertisement ?
7. What do you understand by Point of Purchase and Point of Sale (POP) ?
8. Write short notes on any **three** of the following :
 - (a) DAGMAR – I
 - (b) DAGMAR – II
 - (c) Display Advertisement
 - (d) Classified Advertisement
 - (e) DAVP
 - (f) ABC
 - (g) Advertising Budget

Group – B

Answer **all** questions.

9. Select the correct answer of the following :
 $2 \times 10 = 20$
 - (a) Advertisement is :
 - (i) Personal

- (ii) Non-Personal
 - (iii) Both (i) and (ii)
 - (iv) None of these
- (b) Concept of 4 Ps of Marketing is given by :
- (i) E-Jerome
 - (ii) Kotter
 - (iii) Taylor
 - (iv) None of them
- (c) Classified is a term used in :
- (i) Advertisement
 - (ii) PR
 - (iii) Propaganda
 - (iv) None of these
- (d) Publicity is basically concerned with :
- (i) Finance
 - (ii) Non-Finance
 - (iii) Media
 - (iv) None of these
- (e) Advertorial is a term used for :
- (i) Advertisement

- (ii) Propaganda
 - (iii) Both (i) and (ii)
 - (iv) None of these
- (f) Out door advertisement includes :
- (i) Newspaper
 - (ii) Magazine
 - (iii) Folders
 - (iv) None of these
- (g) Which one is a part of 4 Ps Marketing Principle ?
- (i) Product
 - (ii) Politics
 - (iii) Play
 - (iv) None of these
- (h) Advertisement is directly concerned with :
- (i) Sales
 - (ii) Promotion
 - (iii) Both (i) and (ii)
 - (iv) None of these
- (i) "25 Nai to Kuch Hai" is the Punchline of :
- (i) TATAAuto

- (ii) MARUTI
- (iii) HUNDAI
- (iv) None of these
- (j) "Karlo Dunya Mutthi Mein" was the slogan of :
- (i) Reliance
- (ii) DOCOMO
- (iii) AIRTEL
- (iv) BSNL

Answer from both the Groups as directed



Group - A

Answer any four questions

CW - 9/3 (100)

(5)

BJMC(II)/H7/12