

COPYRIGHT RESERVED

JM / II / 7 / X / H

2010

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

(Objective Type Questions)

Answer **all** questions : $2 \times 10 = 20$

1. Publicity is an activity requires :
 - (a) Finance
 - (b) Non-Finance
 - (c) Media
 - (d) None of the above
2. Advertisement is :
 - (a) Personal

SH – 9/1

(Turn over)

- (b) Non-Personal
 - (c) Both of these
 - (d) None of these
3. Static Media is :
- (a) Radio
 - (b) Newspaper
 - (c) Magazine
 - (d) Any two
4. In VIPS of advertisement S stands for :
- (a) Single Minded
 - (b) Single Goal
 - (c) Single Person
 - (d) None of these
5. Kal per control in the punch line of :
- (a) Hero Honda
 - (b) Aviva
 - (c) Maruti
 - (d) SBI Life
6. For Rural Advertisement the appropriate media can be used as :
- (a) Radio

- (b) TV
 - (c) Newspaper
 - (d) All of these
7. The Tata Company is selling its products to Government type of advertisement is :
- (a) Business to Business
 - (b) Government to Business
 - (c) Business to Government
 - (d) None of these
8. The concept of 4 Ps of Marketing is given by :
- (a) E. Jerome
 - (b) Kotter
 - (c) Taylor
 - (d) None of these
9. Advertisement scheduling is of :
- (a) Micro
 - (b) Macro
 - (c) Both of the above
 - (d) None of these
10. In 4 Ps of Marketing P stands for :
- (a) Product

- (b) Promotion
(c) .Piller
(d) All of these

Group – B

(Long-answer Type Questions)

Answer any **four** questions : $15 \times 4 = 60$

1. Differentiate advertising from Publicity and Propaganda.
2. Discuss the various media of advertising.
3. What do you mean by DAGMAR-I and II ?
4. What is point of purchase and point of sale (POP) ?
5. What is Ethical in advertising ?
6. What is Advertising Scheduling ?
7. Discuss the advertising designing in electronic media.
8. Discuss the above and below the line media.



OPYRIGHT RESERVED BJMC(II) — JMW/7/XVH

2011

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

(Objective Type Questions)

1. Answer all questions : $2 \times 10 = 20$

(a) Advertisement is :

- (i) Personal
- (ii) Non-personal
- (iii) Both of these
- (iv) None of these

JX – 54/3

(Turn over)

(b) 'Dhak Dhak Go' is the slogan of :

- (i) Bajaj
- (ii) Maruti
- (iii) Hero Honda
- (iv) SBI Life

(c) Publicity is different from advertising at it is :

- (i) Paid
- (ii) Seldom Paid
- (iii) Unpaid
- (iv) None of these

(d) 'Dimag ki Batti Jala de' is the slogan of :

- (i) Polo
- (ii) Mentos
- (iii) Cadbury
- (iv) Centre Fresh

(e) Outdoor advertising includes :

- (i) News Paper
- (ii) Magazine
- (iii) Folders
- (iv) Posters

(b) 'Dhak Dhak Go' is the slogan of :

- (i) Bajaj
- (ii) Maruti
- (iii) Hero Honda
- (iv) SBI Life

(c) Publicity is different from advertising at it is :

- (i) Paid
- (ii) Seldom Paid
- (iii) Unpaid
- (iv) None of these

(d) 'Dimag ki Batti Jala de' is the slogan of :

- (i) Polo
- (ii) Mentos
- (iii) Cadbury
- (iv) Centre Fresh

(e) Outdoor advertising includes :

- (i) News Paper
- (ii) Magazine
- (iii) Folders
- (iv) Posters

- (f) Media of advertising is :
- (i) Samples
 - (ii) Premium
 - (iii) Calender and diary
 - (iv) Demonstration
- (g) Lay out artists is concerned with :
- (i) Copy development
 - (ii) Client service
 - (iii) Media planning
 - (iv) Arrangement of the elements in ad copy
- (h) The first direct attack on brand was :
- (i) Surf-Ariel
 - (ii) Rim-Tide
 - (ii) Lux-Revel
 - (iv) Horliks-Complan
- (i) Static media is :
- (i) Radio
 - (ii) Magazine
 - (iii) Both of these
 - (iv) None of these

(j) In 4P's of marketing first P stands for :

- (i) Radio
- (ii) Magazine
- (iii) Both of these
- (iv) None of these

Group – B

(Long-answer Type Questions)

Answer any four questions : 15×4 = 60

2. Discuss the different media of advertising.
3. What is Ethical in advertising ?
4. Define advertising. Discuss its functions and objectives.
5. Discuss the different types of advertising.
6. What is Advertising Budget ? Discuss different methods of preparing advertising budget ?
7. Discuss, in detail, the different elements of layout.
8. What is Media Scheduling ? Discuss micro and macro scheduling.

