

Day & Date	Part	Subject Name	Time	Code	Marks
Saturday 07/04 /2018	II Fresh Repeater	Advertising	11.00 AM To 02.00 PM	7144	100

Instructions: Students answering 100 marks will write Section I & II

Students answering 70 marks will write Section I only

Section I (Attempt any five questions)

Q.No.1. Why is Copy testing essential? Explain the principles of Copy testing. 14

Q.No.2. Explain AIDA Formula & elaborate the factors affecting it. 14

Q.No.3. Explain the various economic factors affecting Advertising. 14

Q.No.4. Why is Copywriting considered to be very important in Advertising?

Explain the characteristics of a good Copy. 14

Q.No.5. Explain the significance of Newspaper Advertising & Explain its

merits & demerits. 14

Q.No.6. Explain in detail, the various steps in Marketing Research Process. 14

Q.No.7. Short Notes (any two): 14

- a) Audit Bureau of Circulation
- b) Point of Purchase Advertising
- c) Radio advertising
- d) Creative & Competitive Advertising

Section II (Attempt any two questions)

Q.No.8. State the significance of Advertising & its role in modern business world.15

Q.No.9. Define Visualisation & explain its techniques. 15

Q.No.10. Short Notes (any two): 15

- a) Advertising Department
- b) Buying Motives
- c) Buying Time & space on TV
- d) Limitations of Marketing Research