

Day & Date	Part	Subject Name	Time	Code	Max. Marks
<b>Saturday 18/11/2017</b>	<b>II Repeater</b>	<b>Advertising</b>	<b>11.00 AM To 02.00 PM</b>	<b>7144</b>	<b>100</b>

Instructions : I) Students appearing for 100 marks will write Section I and II  
 II) Students appearing for 70 marks will write Section I only

**Section I**  
**(Attempt any five questions)**

- Q. 1 Define the term 'Layout' of an advertisement. Explain the requisites of an effective layout. (14)
- Q. 2 What is Product Research? Explain product analysis and product testing as a tool for product positioning. (14)
- Q. 3 Explain the causes of waste in advertising? What are the measures to avoid waste in advertising? (14)
- Q. 4 a) Explain the advantages of television advertising. (7)  
 b) Discuss the demerits of magazine advertising. (7)
- Q. 5 Discuss the benefits of advertising to the manufacture, retailer and consumer. (14)
- Q. 6 Describe the pre-testing methods of testing advertising effectiveness. (14)
- Q. 7 Write short note (any two) (14)  
 a) Ethics in advertising  
 b) Advertising Agency  
 c) AIDA Formula  
 d) Buying Motives

**Section II**  
**(Attempt any two questions)**

- Q. 8 Briefly describe the different outdoor media available for advertising. (15)
- Q. 9 Explain the various forms of copy used in advertising. (15)
- Q. 10 Write short note on (any two) (15)  
 a) Limitations of Market Research  
 b) Effect of advertising on consumer price  
 c) Positive and negative appeal  
 d) Active participants in advertising

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