

Day & Date	Part	Subject Name	Time	Code	Marks
Monday 15/10/2018	II (Repeater)	Advertising	10.30 AM To 01.30 PM	7144	100

Instruction: i) Student appearing for 100 marks shall attempt both section I & II.
ii) Student appearing for 70 marks shall attempt section I only.

Section – I

(Attempt Any Five Question From Section – I)

- Q.1. Define 'Advertising'. Explain the Role of Advertising in the Modern Business World. 14
- Q.2. Discuss the effects of Advertising on Production Cost, Distribution Cost, and Consumer Price. 14
- Q.3. What is Waste in Advertising? What are the various causes of Waste in Advertising? 14
- Q.4. Critically Examine News Paper Advertising, Radio Advertising, and T.V. Advertising. 14
- Q.5 A) Write a detail note on 'Ethics in Advertising'. 7
- B) Explain the function Advertising Agency. 7
- Q.6. Define the term 'Market Research'. Explain the Techniques of Market Research. 14
- Q.7. Explain Pre-Testing and Post-Testing Methods of Testing Advertising Effectiveness. 14

Section – II

(Attempt Any Two of the following)

- Q.8. A) Explain the essentials of a Good Copy. 8
- B) Write a short note on Designing Poster. 7
- Q.9. A) What is 'Lay-Out'? Explain Requisites of Good Lay-Out. 8
- B) Write short note on Appeal in Advertising. 7
- Q.10. Write Short Note on the following: 15
- a) A.I.D.A. Formula.
- b) Illustration.
- C) Advertising Budget.