Attract any five questions. All questions carry 12 marks.

Q.1 What are the different types of local advertising? Write a checklist for creating effective local advertising.

Q.2 a) Define Advertising, Sponsor, the author and the persona in advertising industry.

b) Discuss briefly Centralized and Decentralized organizations.

Q.3 Describe the consumer decision making process after watching the advertisement. What impact do repeated ads create?

Q.4 a) Write in short the steps involved in making an advertising plan.

b) You are in charge of advertising for the new ‘anti bacterial soap’ positioned as protection from germs. What would be your initial advertising objective for this dual-purpose product keeping in mind the advertising plan.

Q.5 Define Target Market and Target Audience. What role segmentation plays in advertising?

Q.6 Define creativity. What’s the role of creativity in advertising? What makes a great advertising?

Q.7 Write short notes on any two:

a) Role of media in advertising b) Relationship Marketing

c) Advertising agency

BEST OF LUCK
Q.1 How will you identify target market and target audience for a consumer product? Explain.

Q.2 How is an ad prepared for Newspapers. Define the role of the different persons who take part in its completion.

Q.3 What help does an advertising agency provide to its client. Why is it difficult to maintain a company's own advertising department?

Q.4 Describe the consumer decision making process after he views and ad. What impact do repeated ads create?

Q.5 Why it is necessary to segment a market from an advertising point of view. What advantages accrue from this effort?

Q.6 How will you allocate funds for advertising a specific product? What are the different methods can be used for this purpose?