

54BMM

Intro. to advertising.

TIME : 2 hrs.

March

ASCORBIC

2009.

MARK : 50

Instruction : 1) Figures to the right indicate marks.

Q.1 a) Answer Briefly : 00

- 1) What is the meaning of Account in Advertising?
- 2) What is Publicity?

OR

- 1) Define Media
- 2) What is Mass Communication?

b) Write short notes on : 00

- 1) Advertising versus Public Relations
- 2) Role of Media in Advertising

OR

- 1) Different types of Medias
- 2) Role of Creativity in Advertising Function

Q.2 What are Five 'M's of Advertising? Discuss in details. 10

OR

What are the different methods of Agency Compensation? Discuss in details. 10

Q.3 Discuss in details Pretesting and Posttesting of Advertisements. 10

OR

Discuss in details Agency evaluation by Clients. 10

Q.4 What are the different types of Advertisements? What are Different Mass Medias? Elaborate your answer. 10

OR

What role according to you would Internet and Mobiles play in Advertising Function as Mass Media in near future? Elaborate. 10

