Sanjay Ghodawat University, Kolhapur

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

2019-20
EXM/P/09/01

Year: 2019-20 | **School of Liberal Arts** | **Department of JMC**

Program: FY.B.A

Course Code : MCA 105 | **Course Title: Advertisement and Media** | **Semester – I**

Day and Date: Friday 6/12/19 | **End Semester Examination (ESE)** | **Time: 3 Hours**

10.30AM to 1.30PM

Max Marks: 100

Instructions:
1) All questions are compulsory.
2) Assume suitable data wherever necessary.
3) Figures to the right indicate full marks.

Q.1			Marks-10	Blooms Level	Cos
	A)	**Fill in the blanks with best suitable alternatives from the given options**			
	a)	The most popular form of advertising is..... i) Television iii) Radio ii) Print iv) magazine	01	L1	CO1
	b)	Newspaper classifieds are charged for i) Time iii) Words or lines ii) Space iv) None of these	01	L1	CO2
	c)	Which of the following is the most popular print media available to advertiser? i) Magazine iii) Emails ii) Pamphlet iv) Newspaper	01	L1	CO3
	d)	To introduce the new products to the world of consumers is the main goal of..... i) Entertainment iii) Boost the sales ii) Advertising iv) Online marketing	01	L1	CO4
	e)	In AIDA Model of advertisement 'A' stands for..... i) Atmosphere iii) Attraction ii) Attention iv) None of these	01	L1	CO5
	f)	"physiological", "safety", "belonging and love", "social needs" or "esteem", and "self-actualization" these are the elements of ..... model i) AIDA iii) four steps model ii) Maslow's Hierarchy model iv) DAGMAR model	01	L1	CO6
	g)	Deepika Padukone is brand ambassador of..... i) Lux iii) Dove ii) Pears iv) None of these	01	L2	CO1

ESE

\h)	Advertising songs on radio are called as..... i) Poem iii) poetry ii) jingles iv) none of these		01	L2	CO2
i)	'Connecting India' is tagline of..... i) BSNL iii) Jio ii) Idea iv) Airtel		01	L2	CO3
j)	..... is known for outdoor publicity. i) Red Chilly iii) OLX ii) Xebic Communication iv) None of these		01	L2	CO4
B)	**Match the followings**		**Marks-05**		
	'A' Group	**'B' Group**			
a)	Russel Colley	1. 1860	01	L1	CO1
b)	ASCI	2.1985	01	L1	CO2
c)	IPC Section 292 & 293	3. DAGMAR	01	L1	CO3
d)	The Indecent Representation of Women Prohibition Act	4. 1905	01	L1	CO5
e)	First advertising agency in India	5. 1956	01	L1	CO6
C)	**Answer the following statements with True or False and correct the false one.**		**Marks-05**		
a)	Personal Selling is the promotional activity which consists of online meeting between buyer and seller.		01	L1	CO4
b)	Television media contribute 20% of revenue in whole advertising industry.		01	L2	CO5
c)	Amitabh Bachchan is brand ambassador of perk		01	L1	CO3
d)	Classified advertisement is form of print media.		01	L2	CO4
e)	Copy writing is special department in advertising agency.		01	L2	CO6
Q.2	**Write short note. (Any Four)**		**Marks-20**		
a)	Advantages of advertising		05	L2	CO1
b)	Social responsibility of Advertiser		05	L3	CO1
c)	AIDA model		05	L2	CO2
d)	Advertising media selection		05	L3	CO5
e)	Importance of Budgeting for advertisement.		05	L3	CO5
Q.3	**Answer the following questions. (Any three)**		**Marks-24**		
a)	Classify advertisement.		08	L1	CO2
b)	Illustrate brand building process.		08	L2	CO5
c)	Explain Maslow's Hierarchy model.		08	L2	CO5

ESE

	d)	Choose any brand to advertise and justify media selection for its advertisement.	08	L2	CO6
	e)	Justify the use of direct mail advertisement.	08	L2	CO6
Q.4		**Answer the following questions. (Any three)**	**Marks-36**		
	a)	Define models of advertising with suitable examples.	12	L1	CO3
	b)	What do you understand by media planning? What is its relevance in the context of product campaign?	12	L2	CO4
	c)	Illustrate types of media for advertisement.	12	L2	CO5
	d)	Advertising Agencies offer specialized knowledge; skills and experience which are required to produce an effective advertising campaign- Discuss	12	L3	CO6
	e)	Draw up a code of ethics for TV commercials and justify its importance in advertising on television.	12	L3	CO6

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