

**MAY 2013**

**P/ID 6019/MEB**

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Time : Three hours

Maximum : 80 marks

PART A — (8 × 5 = 40 marks)

Answer any EIGHT questions.

All questions carry equal marks.

1. What are the elements of advertising mix?
2. Differentiate between advertising agency and advertising department.
3. Give three examples for public service advertising.
4. How consumer behaviour helps advertising?
5. Explain photo engraving.
6. Why radio advertising is popular?
7. Write the merits and demerits of online advertising.
8. “Advertising is a wasteful expenses” – Discuss.

9. What is advertising campaign? Explain briefly.
10. Define consumer promotion. Give examples.
11. What are the ethical and social relevances in advertising?
12. Explain the steps in copy development.

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

13. Plan your advertising campaign for the following products for rural market
  - (a) Mobile phone
  - (b) Fridge
  - (c) Shampoo.
14. Explain various approaches to advertising.
15. Discuss the emerging trends of sales promotions in a B2B environment.

16. “In India advertising in sports focus on cricket” – Discuss.
  17. List out and explain the various types of out-door advertising.
  18. Discuss in detail creativity and its role in advertising.
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