# BRAINWARE UNIVERSITY

**Course –BAMW**

**Advertising in Visual Media (BMW202)**

(Semester – 2)

**Time allotted:  3 Hours**                                                                **Full Marks: 70**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

## Group –A

(Multiple Choice Type Questions)                                               10 x 1 = 10

1.   *Choose the correct alternative from the following*

(i)   Which of the following is not a type of Brand Loyalty status?

    a.  Hard Core Loyalty                b.  Split Loyalty

    c.  Soft Core Loyalty                d.  Switchers

(ii)   Which of the following is not a component of 4P concept?

    a.  Profit                        b.  Price

    c.  Place                         d.  Promotion

(iii)   What does 'S' stand for in AIDAS Model?

    a.  Saturation                  b.  Sales

    c.  Satisfaction               d.  None of these

(iv)   What is the full form of PLC?

    a.  Product Life Cycle          b.  Product List Cycle

    c.  Post Loss Cost             d.  None of these

(v)   What does USP stand for?

    a.  Universal Selling Point     b.  Unique Selling Point

    c.  Unique Sales Profit        d.  None of these

(vi)   Which of the following media are known as "Anytime, anywhere" media?

    a.  Newspaper                b.  Radio

    c.  Magazine               d.  Television

(vii)   What does FMCG stand for?

    a.  Fast Marketing Cost Goal         b.  Fast Moving Costly Goods

    c.  Fast Moving Consumer         d.  None of these
       Goods

(viii)  Which of the following is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium?

    a.  Telemarketing         b.  Digital Marketing

    c.  Direct Marketing         d.  None of these

(ix)   Which of the following is the third stage of PLC?

    a.  Introduction         b.  Harvesting

    c.  Decline         d.  Maturity

(x)    What does 'I' stand for in IEEO Model?

    a.  Intercept         b.  Interpret

    c.  Interrupt         d.  None of these

# Group – B

(Short Answer Type Questions)         3 x 5 = 15

Answer any *three* from the following
2.   Describe Brand Loyalty.         [5]
3.   What is the role of ASCI in the scenario of Indian advertising?    [5]
4.   Compare hard sell and soft sell advertising.    [5]
5.   Describe the objectives of Campaign Planning.    [5]
6.   Describe the functions of Headlines.    [5]

# Group – C

(Long Answer Type Questions)         3 x 15 = 45

Answer any *three* from the following
7.     Explain about the various categories of Advertising.    [15]
8.  (a)  Dfine Marketing Mix?    [8]
    (b)  Describe Market Segmentation.    [7]

9.  (a)  Define Advertising and Advertising agency.                                    [7]
    (b)  Describe about the functions of Advertising.                                   [8]
10. (a)  Write a short note on Testimonial style of Advertising.                        [6]
    (b)  Explain the Deceptive practices in Advertising.                               [5]
    (c)  Describe Niche Marketing?                                                      [4]
11. (a)  Define Media Planning.                                                         [2]
    (b)  Define by Media Scheduling?                                                    [2]
    (c)  Enumerate the advantages of Newspaper and Magazine as a media
         for advertising.                                                               [5]
    (d)  Describe Digital Marketing.                                                    [6]