



BRAINWARE UNIVERSITY

Term End Examination 2023
Programme – M.Sc.(MSJ)-2022
Course Name – Professional Advertising
Course Code - MMSJC202
(Semester II)

Full Marks : 60

Time : 2:30 Hours

[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 Question)

1 x 15=15

1. *Choose the correct alternative from the following :*

- (i) The plan that show time, date, and frequency of an advertisement is?
 - a) Media Schedule
 - b) Media Plan
 - c) Media Time
 - d) Media Space
- (ii) From the perspective of sales, advertisements are required for
 - a) Profit
 - b) Loss
 - c) Increasing sales
 - d) Decreasing sales
- (iii) If Sony tries to convince consumers that its brand of computer disks are the best quality for the money, it is using which of the following forms of advertising?
 - a) Informative advertising
 - b) Psychological advertising
 - c) Reminder advertising
 - d) Persuasive advertising
- (iv) Smart Bazar has carried out an advertisement for its special on-store discount. Analyse, what kind of advertisement it will be?
 - a) Global Advertising
 - b) Local Advertising
 - c) National Advertising
 - d) None of them
- (v) Select from the following list who is considered as the “father” of advertising?
 - a) Havas
 - b) Hilzinger
 - c) David Ogilvy
 - d) Veasey
- (vi) Predict from the following list what can be popularly known as a free form of promotion?
 - a) Advertisement
 - b) Publicity
 - c) Personal Selling
 - d) Marketing
- (vii) Creating image of product in the minds of target group is called
 - a) Marketing
 - b) Positioning

- c) Branding
d) Popularising
- (viii) The process of purchasing space in a media is called?
a) Media Spacing
b) Media Scheduling
c) Media Purchasing
d) Media Buying
- (ix) Choose from the following list what can be called as a series of advertisement messages that share a single idea or theme
a) Advertisement Campaign
b) Advertisement Group
c) Advertisement Cluster
d) Advertisement Series
- (x) Select from the following a personal medium of advertisement?
a) Internet Advertisement
b) Broadcast Media
c) Direct Mail Advertising
d) Print Media
- (xi) The central theme of an advertisement that motivates the consumer to make a purchase decision is?
a) Advertising appeal
b) Advertisement script
c) Slogan
d) Headline
- (xii) Advertisers seek to give a product a unique, appealing and appropriate personality. The personality given is known as?
a) Brand Loyalty
b) Unique Image
c) Selling Property
d) Brand Image
- (xiii) The content and context of a message contained in an advertisement is called?
a) Ad copy
b) Script
c) Body
d) Advertising appeal
- (xiv) Advertising is an important source of revenue to ____
a) Advertisers
b) Public
c) Media
d) Government
- (xv) The advertisement of newspaper has a very short life span of
a) One day
b) One week
c) One month
d) One year

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Describe the process of media planning. (3)
3. Describe the features of a full service advertising agency. (3)
4. Examine soft-sell advertising with the help of relevant examples. (3)
5. Assess some of the advantages of television advertisements? (3)
6. Write a short note on advertisement jingles. (3)

OR

Write the principles of a print advertising copy. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Discuss the various ways in which advertising can be classified. (5)
8. Write short notes on the different types of advertising agencies. (5)
9. Write the factors affecting the choice of an appropriate medium for advertising. Mention the products for which television is best medium for advertising. (5)
10. What do you mean by advertising campaign. What are the various steps involved in designing an ad campaign. (5)

11. Write short notes on: Fear Appeal and Rational Appeals (5)
12. Explain the role of an ad agency for a product campaign. (5)

OR

Explain the steps of media buying. (5)
