



BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – M.Sc.(MSJ)-2023

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) Name the process of creating an image of a product in the minds of the target group.
- | | |
|--------------|-----------------|
| a) Marketing | b) Positioning |
| c) Branding | d) Popularising |
- (ii) Select what can be called a series of advertisement messages that share a single idea or theme.
- | | |
|---------------------------|-------------------------|
| a) Advertisement Campaign | b) Advertisement Group |
| c) Advertisement Cluster | d) Advertisement Series |
- (iii) Identify the central theme of an advertisement that motivates the consumer to make a purchase decision.
- | | |
|-----------------------|-------------------------|
| a) Advertising appeal | b) Advertisement script |
| c) Slogan | d) Headline |
- (iv) Identify what the content and context of a message contained in an advertisement is called.
- | | |
|------------|-----------------------|
| a) Ad copy | b) Script |
| c) Body | d) Advertising appeal |
- (v) Select from the following list, advertising is an important source of revenue to:
- | | |
|----------------|---------------|
| a) Advertisers | b) Public |
| c) Media | d) Government |
- (vi) Select from the list, what hard sell advertisement has to have in it.
- | | |
|---------------------------------|---|
| a) Product specification | b) Brand's address, contact details & website |
| c) Exciting offer with deadline | d) Exciting offer without deadline |

- (vii) Advertising is a form of _____ communication. Identify the correct option from the following list.
- a) Personal
c) Direct
b) Non personal
d) Indirect
- (viii) Identify from the following list which of these media needs a script for an advertisement.
- a) Newspaper advertisements
c) Radio
b) Classified advertisements
d) Magazine
- (ix) Identify the correct option from the given list: Advertising research is usually carried out with _____.
- a) Buyers of the product
c) The target audience
b) Users of the product.
d) Shareholders
- (x) Identify the correct option from the given list- Selection of the most appropriate cost-effective medium in advertisement is known as _____.
- a) Media Buying
c) Media Purchasing
b) Media Scheduling
d) Media Selection
- (xi) "Use sanitizer and mask to prevent coronavirus"- if this is a concept of an advertisement, then what kind of advertisement is it?
- a) Public Service Advertisement
c) Emotional
b) Humorous
d) Scientific
- (xii) "Sunday ho ya Monday, Roz Khao Ande"- the National Egg Co-ordination Committee's advertisement is a:
- a) Primary Demand Advertising
c) Public Service Advertising
b) Secondary Demand Advertising
d) Direct Action Advertising
- (xiii) A baby product company projecting affection in between a baby and its mother- is an example of which appeal?
- a) Emotional appeal
c) Moral appeal
b) Rational appeal
d) None of them
- (xiv) From the perspective of sales, advertisements are required for?
- a) Profit
c) Increasing sales
b) Loss
d) Decreasing sales
- (xv) 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
c) Reminder advertising
b) Psychological advertising
d) Persuasive advertising

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Discuss some of the merits of outdoor advertising. (3)
3. Describe the features of a full service advertising agency. (3)
4. Explain the differences between advertising and public relations. (3)
5. Compose the features of an advertising campaign. (3)
6. Explain the process of measuring advertising effectiveness. (3)

OR

Write a short note on advertisement jingles. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

- 7. What factors should be considered in media planning and scheduling? (5)
 - 8. Explain different advertising copy formats. (5)
 - 9. Write a short note on Bandwagon Appeal and Ego Appeal. (5)
 - 10. Write the advantages and disadvantages of Direct Mail Advertising. (5)
 - 11. How should a client maintain a good relationship with an ad agency and Vice-versa, while working with each other? Explain. (5)
 - 12. Develop an advertising campaign plan for a toothpaste brand. (5)
- OR**
- Create an ad copy of any one of the following: a) Real estate or b) Jewellery Shop. (5)
