

Reg. No.



Manipal Institute of Technology, Manipal

(A Constituent Institute of Manipal University)



IV SEMESTER B.TECH (PRINT AND MEDIA TECHNOLOGY)

MAKEUP EXAMINATIONS, JUNE – JULY 2016

PROGRAM ELECTIVE I: ADVERTISING THEORY AND PRACTICE [PMT 4005]

REVISED CREDIT SYSTEM

Time: 3 Hours

MAX. MARKS: 50

Instructions to Candidates:

- ❖ Answer **ALL** the questions.
- ❖ Missing data may be suitable assumed.

- 1A. Explain the importance of ethics in advertising. 3
- 1B. Explain the characteristics of these advertising periods in India 3
- a. The Personal Selling Era
 - b. The Consumer Era
 - c. The Value Marketing Era
- 1C. Write a Radio script for a 30sec MRF TYRES advertisement to be aired during an election. 4
- 2A. What are the events that shaped the printing / industrial era of advertising? 3
- 2B. What are the criteria's for the selection of an Ad agency? 3
- 2C. What are the advantages of press media? 4
- 3A. Explain the working of the following departments of an advertising agency 3
- a. Contact department
 - b. Media department
 - c. Copy department
- 3B. List the advertising and consumer objectives of good advertisement. 3
- 3C. What is the negative impact of advertising on the society? 4

4A.	Explain creativity in advertising with two examples.	3
4B.	Explain 3 elements of a good brief.	3
4C.	What are the benefits of advertising to the seller?	4
5A.	Explain 3 stages in the media planning process.	3
5B.	What are the laws concerning the field of advertising in India?	3
5C.	Explain the steps involved in the process of developing an advertisement?	4