


FOURTH SEMESTER B.TECH. (PRINT AND MEDIA TECHNOLOGY)
END SEMESTER EXAMINATIONS, APR/MAY 2017
OPEN ELECTIVE I - FUNDAMENTALS OF ADVERTISING [PMT 3281]
REVISED CREDIT SYSTEM
(02/05/2017)

Time: 3 Hours

MAX. MARKS: 50

Instructions to Candidates:

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

1A. What are the advantages of newspaper as a medium of advertising?

1B. List the functions of following departments of advertising agency

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|----------------------|--------------------------------|
| a. Media | c. Art |
| b. Production | d. Accounting & Finance |

1C. Define the following.

- | | | | |
|-----------------|---------------------|--------------------------|-------------------------|
| a. Reach | b. Frequency | c. Media Strategy | d. Media Vehicle |
|-----------------|---------------------|--------------------------|-------------------------|

[04 + 04 + 02]
2A. Define corporate advertising. Explain the types of corporate advertising.

2B. What are the advantages of outdoor medium of advertising?

2C. Explain the creative strategy used by "Old Spice" for their campaign.

[04 + 04 + 02]
3A. What are the advantages of online medium of advertising?

3B. Explain the following advertising periods in India

- | | | |
|--------------------------------|------------------------|-------------------------------|
| a. Personal Selling Era | b. Consumer Era | c. Value Marketing Era |
|--------------------------------|------------------------|-------------------------------|

3C. Explain the following types of compensations available for an advertising agency.

- | | |
|-------------------------------|--|
| a. Media Commission | b. Incentive Based Compensation |
| c. Cost Plus Agreement | |

[04 + 03 + 03]

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- 4A.** Explain the advantages of magazine as a medium of advertising.
- 4B.** Explain the following concepts with respect to the criticism concerning the influence of advertising on society.
- a.** Deception **b.** Manipulation **c.** Taste
- 4C.** Explain the reasons for client – agency break up.

[04 + 03 + 03]

- 5A.** What are the advantages of direct mail and cinema as a medium of advertising?
- 5B.** Explain the types of advertising based on life cycle of product.
- 5C.** Explain the following concepts with respect to development and implementation of media strategy.
- a.** Creative Aspect & Mood **b.** Flexibility **c.** Scheduling

[04 + 03 + 03]