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MANIPAL INSTITUTE OF TECHNOLOGY
MANIPAL
(A constituent unit of MAHE, Manipal)

IV SEMESTER B.TECH. (PRINT AND MEDIA TECHNOLOGY)

END SEMESTER EXAMINATIONS, APRIL 2018

SUBJECT: PE – I ADVERTISING THEORY AND PRACTICE [PMT 4005]

REVISED CREDIT SYSTEM
(27/04/2018)

Time: 3 Hours

MAX. MARKS: 50

Instructions to Candidates:

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

1A. Explain the following types of newspaper advertising.

- a. Classified b. Spotlight c. Circular d. Display

1B. List the disadvantages of newspaper as a medium of advertising.

1C. What are issues that should be addressed by a good media plan?

[04 + 04 + 02]

2A. Explain the following advertising periods in India.

- a. Personal selling era b. Consumer era c. Positioning era d. Value marketing era

2B. List the advantages and disadvantages of radio as a medium of advertising. (4 each)

2C. List the disadvantages of television as a medium of advertising.

[04 + 04 + 02]

3A. Explain the principles given by ASCI for making an advertisement.

3B. Define the corporate advertising and explain following types of corporate advertising.

- a. Image advertising b. Event sponsorship c. Advocacy advertising

3C. List the duties and responsibilities of.

- a. Account executive b. Media buyer

[04 + 04 + 02]

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- 4A.** Explain eight criticisms made concerning the influence of advertisement on society.
- 4B.** With respect to development and implementation of media strategy explain the following concepts.

a. Target market coverage b. Media mix c. Reach & frequency

- 4C.** Explain the following unethical practices in advertising.

a. Palming off b. Product disparagement c. Bait & switch

[04 + 03 + 03]

- 5A.** List the advantages of outdoor advertising.
- 5B.** Explain the following selection criteria of advertising agency

a. Planning techniques b. Creative techniques c. Media testing

- 5C.** Explain the following advertising appeals.

a. Humor appeal b. Romance appeal c. Subliminal appeal

[04 + 03 + 03]