



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

END SEMESTER EXAMINATIONS, APRIL 2018

OPEN ELECTIVE – I FUNDAMENTALS OF ADVERTISING [PMT 3281]

REVISED CREDIT SYSTEM

(30/04/2018)

Time: 3 Hours

MAX. MARKS: 50

Instructions to Candidates:

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

- 1A.** Explain the Hierarchy-of-effects model of communication.
- 1B.** Explain the objectives of corporate advertising.
- 1C.** Explain the following types of compensations available for an advertising agency.
- | | |
|---------------------------------|------------------------|
| a. Media commission | b. Cost plus agreement |
| c. Incentive based compensation | d. Mark up |
- [03 + 03 + 04]**
- 2A.** Explain the 4P's of marketing mix.
- 2B.** List the disadvantages of newspaper as a medium of advertising.
- 2C.** Explain any two execution styles of advertising.
- [04 + 04 + 02]**
- 3A.** Explain the advantages of USP.
- 3B.** List the disadvantages of radio and magazine as a medium of advertising.
- 3C.** Explain the major components of radio advertisement.
- [04 + 04 + 02]**
- 4A.** List the advantages of outdoor advertising.
- 4B.** List the disadvantages of online advertising.
- 4C.** Explain the following types of advertising agency.
- | | | |
|-----------------------|--------------------|------------------------|
| a. Creative Boutiques | b. In-house agency | c. Social media agency |
|-----------------------|--------------------|------------------------|
- [04 + 03 + 03]**
- 5A.** List the functions of following departments of advertising agency.
- | | | | |
|----------|--------|---------------|-------------------------|
| a. Media | b. Art | c. Production | d. Accounting & finance |
|----------|--------|---------------|-------------------------|
- 5B.** List the advantages of direct mail advertising and product placement.
- 5C.** What are issues that should be addressed by a good media plan?
- [04 + 04 + 02]**