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

IV SEMESTER B.TECH. (PRINT AND MEDIA TECHNOLOGY)
MAKEUP EXAMINATIONS, JUNE 2019
SUBJECT: ADVERTISING THEORY AND PRACTICE [PMT 4005]
REVISED CREDIT SYSTEM
(19/06/2019)

Time: 3 Hours   MAX. MARKS: 50

Instructions to Candidates:
- ❖ Answer **ALL** the questions.
- ❖ Missing data may be suitably assumed.

1A. Define ethics. Explain the following unethical practices in advertising.

    a. Palming Off   b. Product Disparagement   c. Bait & Switch

1B. Explain the reasons for client – agency break up.

1C. With the help of example, Explain the Hierarchy-of-Effects Model of communication.

[04 + 03 + 03]

2A. With the help of examples, explain the following execution styles.

    a. Guerrilla Marketing   b. Surrogate

    c. Personality Symbol   d. Animation

2B. Explain the following types of advertising agency compensation methods.

    a. Mark Ups b. Media Commission   c. Incentive Based   d. Cost Plus Agreement.

2C. Using an example of an existing brand, explain Rosser Reeves' Theory.

[04 + 04 + 02]

3A. List four each duties and responsibilities of Account executive and Media Buyer.

3B. List four each advantages of magazine & product placement as a medium of advertising.

3C. Explain the creative strategy used by Google for their campaign –

Google Search-Reunion

[04 + 04 + 02]

4A. With the help of examples, explain the following advertising appeals.

    a. Youth   b. Adventure   c. Emotional   d. Romance

4B. Explain the Innovation – Adoption Model of communication

4C. Explain the benefits of advertising to seller.

[04 + 03 + 03]

5A. Explain the marketing strategy of McDonald's with the help of following P's of marketing mix.

    a. Product   b. Price   c. Place   d. Physical Evidence

5B. With respect to development and implementation of media strategy explain the following concepts.

    a. Objectives   b. Situation Analysis   c. Geographical Coverage

5C. Explain the objectives of corporate advertising.

[04 + 03 + 03]