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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-MAY 2019**

**SUBJECT: ADVERTISING THEORY AND PRACTICE [PMT 4005]**

**REVISED CREDIT SYSTEM**  
**(04/05/2019)**

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 criteria's to be considered for the selection of an advertising agency.
- 1C.** Explain the following concepts with respect to the criticism concerning the influence of advertising on society
- a. Deception                      b. Manipulation                      c. Taste

**[ 04 + 03 + 03 ]**

- 2A.** With the help of examples, explain the following execution styles.
- a. Demonstration      b. Dramatization      c. Fantasy                      d. Culture
- 2B.** Explain the following types of advertising agency.
- a. Full Service                      b. Media Specialist      c. Interactive                      d. Search Engine
- 2C.** With the help of example, explain the concept of Pay Per Click.

**[ 04 + 04 + 02 ]**

- 3A.** List four each duties and responsibilities of Copy writer and Art director.
- 3B.** List four each advantages and disadvantages of radio as a medium of advertising.
- 3C.** Explain the creative strategy used by Old Spice for their campaign.

**[ 04 + 04 + 02 ]**

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

- a. Subliminal                      b. Rational                      c. Musical                      d. Fear

**4B.** Define the following.

- a. Media Strategy                      b. Media Objectives                      c. Media  
d. Vehicle                      e. Reach                      f. Coverage

**4C.** Explain the benefits of advertising to buyer.

**[ 04 + 03 + 03 ]**

**5A.** Explain the marketing strategy of Coca Cola with the help of following P's of marketing mix.

- a. Product                      b. Price                      c. Promotion                      d. Place

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

- a. Reach & Frequency                      b. Creative Aspect & Mood                      c. Budget

**5C.** With the help of examples, explain the following types of corporate advertising.

- a. Image                      b. Event Sponsorship                      c. Advocacy

**[ 04 + 03 + 03 ]**