



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

MAKEUP EXAMINATIONS, JUNE 2019

SUBJECT: FUNDAMENTALS OF ADVERTISING [PMT 3281]

REVISED CREDIT SYSTEM

(21/06/2019)

Time: 3 Hours

MAX. MARKS: 50

Instructions to Candidates:

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

1A. Explain the marketing strategy of McDonald's with the help of following P's of marketing mix

- a. People b. Price c. Physical evidence d. Process

1B. With the help of examples, explain the following advertising appeals.

- a. Fear Appeal b. Youth Appeal c. Musical Appeal

1C. List the responsibilities of Media Planner and Media Buyer. (3 each)

[04 + 03 + 03]

2A. List the functions of following departments of advertising agency.

- a. Contact b. Copy c. Research d. Office Management

2B. Explain the following types advertising.

- a. Pioneering b. Trade c. Retentive d. Industrial

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

[04 + 04 + 02]

3A. Explain The Following Components Of Print Advertisement.

- a. Headline b. Captions c. Body Copy d. Logotype

3B. List four each advantages and disadvantages of Television as a medium of advertising.

3C. Explain the media mix for Tata Sky's Daily 8 Rs. Recharge campaign.

[04 + 04 + 02]

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- 4A.** Explain the benefits of advertising to seller.
- 4B.** Explain the following types of corporate advertising.
- a. Image b. Advocacy c. Event Sponsorship
- 4C.** List three each advantages and disadvantages of outdoor medium of advertising.

[04 + 03 + 03]

- 5A.** Explain the following types of advertising agencies.
- a. Media Specialists b. Interactive Agencies
- c. In-House Agencies d. Full Service
- 5B.** With the help of examples, explain the following execution styles.
- a. Slice of Life b. Surrogate c. Scientific
- 5C.** With respect to media planning, explain the following concepts.
- a. Media Objectives b. Creative Aspect And Mood c. Budget

[04 + 03 + 03]