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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 2019**

**SUBJECT: FUNDAMENTALS OF ADVERTISING [PMT 3281]**

**REVISED CREDIT SYSTEM**  
**(07/05/2019)**

Time: 3 Hours

MAX. MARKS: 50

**Instructions to Candidates:**

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

**1A.** Explain the following advertising periods in India.

- |                         |                        |
|-------------------------|------------------------|
| a. Personal Selling Era | b. Consumer Era        |
| c. Positioning Era      | d. Value Marketing Era |

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

- |                      |                     |                    |
|----------------------|---------------------|--------------------|
| a. Subliminal Appeal | b. Bandwagon Appeal | c. Rational Appeal |
|----------------------|---------------------|--------------------|

**1C.** With the help of examples, explain the media scheduling.

**[ 04 + 03 + 03 ]**

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

- |          |        |               |                         |
|----------|--------|---------------|-------------------------|
| a. Media | b. Art | c. Production | d. Accounting & Finance |
|----------|--------|---------------|-------------------------|

**2B.** Explain the following types of newspaper advertising.

- |              |            |             |                  |
|--------------|------------|-------------|------------------|
| a. Spotlight | b. Display | c. Circular | d. Business card |
|--------------|------------|-------------|------------------|

**2C.** Using an example of an existing brand explain McCarthy's Theory.

**[ 04 + 04 + 02 ]**

**3A.** Explain the following components of print advertisement.

- |           |                   |                  |           |
|-----------|-------------------|------------------|-----------|
| a. Layout | b. Boxes & panels | c. Sub-headlines | d. Slogan |
|-----------|-------------------|------------------|-----------|

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

**3C.** Explain the media mix for Coca Cola's Drinkable advertisement.

**[ 04 + 04 + 02 ]**

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- 4A.** With the help of diagram, explain the elements in the communication model.
- 4B.** Explain the objectives of corporate advertising.
- 4C.** List three each advantages and disadvantages of direct mail as a medium of advertising.

**[ 04 + 03 + 03 ]**

- 5A.** Explain the following types of compensations available for an advertising agency.
- a. Media Commission
  - b. Incentive Based Compensation
  - c. Cost Plus Agreement
  - d. Mark Ups
- 5B.** With the help of examples, explain the following execution styles.
- a. Testimonials
  - b. Personality Symbol
  - c. Guerrilla Marketing
- 5C.** With respect to media planning, explain the following concepts.
- a. Target Market Coverage
  - b. Situation Analysis
  - c. Flexibility

**[ 04 + 03 + 03 ]**