

MED 4301 FUNDAMENTALS OF ADVERTISING
MAKEUP END SEMESTER EXAM

Q1. Identify and explain the type of advertisement from the following examples.

- a. Swachh Bharat Mission Advertisement
- b. The advertisement about Manipal Stores in local newspaper.
- c. Installing Thor's hammer outside Canara mall for the upcoming movie – Thor Love & Thunder
- d. Smirnoff advertisement for its water bottle. (4)

Q2. With the help of examples, explain the following advertising theories.

- (a) The magic of meaning
- (b) The hidden message
- (c) Mediation of reality (3)

Q3. With the help of example, explain the AIDA model of advertising. (3)

Q4. Elaborate on the seven best practices that will help you create and place effective magazine ads. Mention four demerits of advertising over a radio, give example for each while you explain them in brief. (4)

Q5. Write a short note on Direct Advertising and explain the five merits of direct mail advertising. (3)

Q6. Express your understanding on the brochure, booklets and posters with examples. (3)

Q7. Analyse the creative strategy implemented in the following campaigns.

- (a) Old spice advertisement
- (b) Footloose bags advertisement (4)

Q8. With the help of examples, explain the following advertising appeals

- (a) Contrasting appeal
- (b) Adventure appeal
- (c) Natural appeal (3)

Q9. With the help of examples, explain types of media scheduling. (3)

Q10. Review cinema advertising. Explain with examples the six benefits of cinema advertising. (4)

Q11. Explain the following ad agencies:

- (a) Public Relations Ad Agency
- (b) Creative Ad Agency
- (c) Media Buying Ad Agency (3)

Q12. Explain the social functions of advertising. (3)

Q13. Read the following tasks to IDENTIFY which advertising department executes it and further explain the functioning of that identified department.

- (a) Carrying out research and deriving out useful information.
- (b) Clear accounts before or within the due dates.
- (c) Redressing the grievances of the consumers.
- (d) Carrying out training and development of the newly hired staff. (4)

Q14. Explain with a neat block diagram the functioning of the Phase #1 of the advertising agency, i.e. Starting the Process & Information Flow (3)

Q15. Explain the eight criteria that would help find the right advertising agency. (3)