

MED 4301 FUNDAMENTALS OF ADVERTISING  
END SEMESTER EXAM

- Q1. Identify and explain the type of advertisement from the following examples.  
(a) Mineral water bottle company outsources its packaging, bottles, cap to other small companies. The advertisement is published by these small companies in business magazines.  
(b) The advertisement about a novel in the newspaper with a headline as Best-selling novel in the world.  
(c) Installing a huge vending machine of Pepsi during Revels in MIT.  
(d) Kingfisher advertisement about music CDs. (4)
- Q2. With the help of examples, explain the following advertising theories.  
(a) Mediation of reality (b) The imitative desire (c) Shifting loyalties (3)
- Q3. With the help of example, explain the communication model of advertising. (3)
- Q4. Explain the two types of advertising on television with a suitable example for each. There are eight merits for advertising over a television, give example for each while you explain them in brief. (4)
- Q5. Explain two types of outdoor advertising by discovering suitable examples from in and around Manipal Campus. Explain four different categories of ads appearing in newspapers. (3)
- Q6. Express your understanding on the distinctive characteristics which defines ambient advertising with examples. (3)
- Q7. Analyse the media strategy implemented in the following campaigns.  
(a) Coca-cola drinkable advertisement (b) Tata sky daily 8Rs Recharge advertisement (4)
- Q8. With the help of examples, explain the following advertising appeals  
(a) Statistics appeal (b) Popularity appeal (c) Snob appeal (3)
- Q9. Explain six determinants of advertising media. (3)
- Q10. Articulate two distinct forms of 'CORPORATE ADVERTISING' and give examples. Review the following online advertising: (a) Pay per Click (PPC) and (b) Display Advertising (4)
- Q11. Distinguish four ad agencies that could be approached by an individual if they need to run an ad campaign on television, newspaper, Facebook and Twitter. (3)
- Q12. Explain the benefits of advertising from the point of view of manufacturers. (3)
- Q13. Classify the following tasks under various advertising departments and further explain their functioning.  
(a) Preparing layouts and visuals for the clients  
(b) Produces the final advertisements for the markets  
(c) Issue payments to vendor parties within or on the due date  
(d) Carrying the important information to the clients (4)
- Q14. Explain with a neat block diagram the functioning of the Phase #2 of the advertising agency, i.e. Work in Progress & Information Flow in the advertising agency. (3)
- Q15. Explain six ways in which an Advertising Agencies may be compensated. (3)