



VII SEMESTER B.TECH. (MEDIA TECHNOLOGY)

END SEMESTER EXAMINATIONS, DECEMBER 2022

SUBJECT: PRINCIPLES OF ADVERTISING [MED 4066]

REVISED CREDIT SYSTEM

(27/12/2022)

Time: 180 minutes

MAX. MARKS: 50

Instructions to Candidates:

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

Q.	QUESTION	Mark	BTL	CO
1A.	Explain any four positive impacts of advertising with suitable examples.	4	L2	CO1
1B.	Analyze the creative strategy implemented in the following campaigns. a. Maruti Suzuki – Festival of Life b. Old spice – The man your man could smell like	4	L4	CO3
1C.	Identify & explain the laws / regulations applicable in the following situations. a. Coca cola comparing its product with Pepsi in television ad b. Packaged drinking water ad by Kingfisher	2	L3	CO5
2A	With the help of an example, explain Innovation - Adoption model used in advertising.	4	L2	CO1
2B.	Explain the following advertising execution styles with suitable examples. a. Personality symbol b. Dramatization	4	L2	CO3
2C.	Identify the departments based on following designations and explain the functions of department. a. Copy chief b. Production manager	2	L3	CO4

3A.	Identify and explain the type of advertisement from the following examples. a. Consumer getting car repair shop ad when he reaches within 10 km radius of that shop. b. Full page Coaching institute ad in the newspaper c. Judges drinking Nescafe classic instant coffee during Indian Idol audition. d. Hero MotoCorp promoting their organization after separation from Honda.	4	L3	CO2
3B.	Explain any three regulations related to product & service advertising.	3	L1	CO5
3C.	Compare in house and interactive advertising agency.	3	L4	CO4
4A.	Compare advantages of newspaper and television medium of advertising.	4	L4	CO2
4B.	Identify and explain the compensation methods for advertising agency. a. Advertising agency charges client based on no. of hours. b. Client pays to ad agency for hiring external service of voice over artist for an ad. c. Client pays based on profit and no of hours.	3	L3	CO4
4C.	Explain any six reasons for advertising agency turnover.	3	L1	CO4
5A.	Develop an advertising campaign for the following situation Mr. Khanna wants to open a café in Bangalore and wants to promote café on Instagram. Objective of campaign is audience interaction and call to action.	4	L5	CO3
5B.	Explain advantages and disadvantages (4 each) of internet as a medium of advertising with suitable examples	4	L2	CO2
5C.	Explain the following types of advertising agency. a. Creative boutique b. Social media agency	2	L1	CO4