



VII SEMESTER B.TECH. (MEDIA TECHNOLOGY)

END SEMESTER EXAMINATIONS, NOVEMBER 2022

SUBJECT: PRINCIPLES OF ADVERTISING [MED 4066]

REVISED CREDIT SYSTEM

(17/11/2022)

Time: 180 minutes

MAX. MARKS: 60

Instructions to Candidates:

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

Q.	QUESTION	Mark	BTL	CO
1A.	Explain any four negative impacts of advertising with suitable examples.	4	L2	CO1
1B.	Analyze the creative strategy implemented in the following campaigns. a. Footloose Bags b. British airways, fueled by love	4	L4	CO3
1C.	Identify & explain the laws / regulations applicable in the following situations. a. Political Party – AAD, campaigning during election b. New clinic started by Dr. XYZ (MBBS)	2	L3	CO5
2A	With the help of an example, explain AIDA & Hierarchy of effects model used in advertising.	4	L2	CO1
2B.	Explain the following advertising execution styles with suitable examples. a. Demonstration b. Slice of life	4	L2	CO3
2C.	Identify the departments based on following designations and explain the functions of department. a. Account executive b. Chief financial officer	2	L3	CO4

3A.	<p>Identify and explain the type of advertisement from the following examples.</p> <p>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.</p> <p>b. The advertisement about the headphones in the newspaper with a headline as Best-selling headphones in the world.</p> <p>c. Installing a huge vending machine of Coca Cola during TechTatva in MIT.</p> <p>d. Imperial blue advertisement about music CDs.</p>	4	L3	CO2
3B.	Explain any three regulations related to advertising methodology.	3	L1	CO5
3C.	Compare creative boutique and media specialist advertising agency.	3	L4	CO4
4A.	Compare disadvantages of traditional and digital medium of advertising.	4	L4	CO2
4B.	<p>Identify and explain the compensation methods for advertising agency.</p> <p>a. Advertising agency gets its commission from Star sports India</p> <p>b. Client pays to ad agency for hiring external service of voice over artist for an ad.</p> <p>c. Client pays based on predetermined goals of campaign</p>	3	L3	CO4
4C.	Explain any six selection criteria of an ad agency	3	L1	CO4
5A.	<p>Develop a creative and media strategy for the print advertisement in the given situation.</p> <p>Mr. Sanjeev wants to promote his Manipal Airlines during the winter holidays. All MAHE students are the target audience for the airlines.</p>	4	L5	CO3
5B.	Explain advantages and disadvantages (4 each) of newspaper as a medium of advertising with suitable examples	4	L2	CO2
5C.	<p>Explain the following types of advertising agency.</p> <p>a. Full service agency</p> <p>b. Interactive agency</p>	2	L1	CO4