



Sanjay Ghodawat University, Kolhapur
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EXM/P/09/01

Year and Program:
FYBA 2018-19

School of Liberal Arts

Department of BA MMMC

Course Code: MCA105

Course Title: Advertisement and Media

Semester – I

Day and Date

End Semester Examination (ESE)

Time: Max Marks: 100

Mandy 26 NOV 18

10:00 to 1:00 PM

Instructions:

- 1) All questions are compulsory.
- 2) Assume suitable data wherever necessary.
- 3) Figures to the right indicate full marks.

Q.01	Fill in the blanks with appropriate option	Levels	Marks-08	CO
a)	The DAGMAR Model is defined by..... i) Daniel Starch ii) J. Thomson iii) John Miller iv) Russell Colley	L4	01	CO3
b)	PSA stands for i) Peoples Serving Act ii) Public Service Advertisement iii) Public Service Announcement iv) None of the above	L1	01	CO1
c)	Billboard Advertising is a type of i) Magazine Advertising. ii) Indoor Advertising. iii) Outdoor Advertising. iv) Newspaper Advertising.	L5	01	CO4
d)	Representing a Brand with a celebrity is called as a..... i) Brand Personality. ii) Brand Ambassador. iii) Both i and ii iv) None of the above	L6	01	CO5

e)	The objective of Advertising Standards Council of India is to	L3	01	CO6
	i) create trust.			
	ii) work for fair and truthful competition.			
	iii) generate revenue.			
	iv) formulate rules.			
f)	Stimulus Response Theory is a	L2	01	CO2
	i) Communication Theory.			
	ii) Psychological Theory.			
	iii) Classical Theory.			
	iv) None of above.			
g)	Ad agency works for.....	L3	01	CO6
	i) Planning			
	ii) Media Selection			
	iii) Advertising campaign			
	iv) All of the above			
h)	The brand by definition is the	L5	01	CO4
	i) Information about product			
	ii) Identity of a product			
	iii) medium of communication			
	iv) none of the above			

Q.02	Answer in one or two sentences (Any Eight)	Levels	Marks-16	
a)	Write down the ethics of advertising.	L3	02	CO6
b)	What is the function of Audit Bureau of Circulation?	L3	02	CO6
c)	What are the characteristics of advertising professional?	L3	02	CO6
d)	What is AIDA principle?	L4	02	CO3
e)	What is the meaning of media selection?	L4	02	CO3
f)	What is the objective of advertising?	L5	02	CO4
g)	Mention the advantages of Online Advertising.	L6	02	CO5
h)	What are the types of Online advertisements?	L6	02	CO5
i)	Write the Sources of Media Information.	L6	02	CO5
Q.03	Write short note on any four.	Levels	Marks-16	
a)	Merits and demerits of advertising.	L1	04	CO1
b)	Marketing Mix.	L2	04	CO2
c)	DAGMAR model.	L4	04	CO3
d)	The functions of Ministry of I&B.	L3	04	CO6
e)	Types of media in advertising.	L5	04	CO4
f)	Create a advertisement for Radio.	L6	04	CO5
Q.04	Attempt any six	Levels	Marks- 30	
a)	What is Classified Advertising? Explain.	L1	05	CO1
b)	What are the types of advertisements in print media?	L2	05	CO2
c)	What is the Corporate Social Responsibility of advertiser? Explain	L2	05	CO2
d)	Write a short note on Maslow's Model of Hierarchy.	L4	05	CO3
e)	What are the characteristics of media?	L5	05	CO4
f)	Write a note on script writing skills in Electronic Media Advertisement.	L6	05	CO5
g)	Construct a copy of newspaper advertisement: 'Requirements for the post of Event Manager'	L6	05	CO5

Q.05	Attempt any three	Levels	Marks-30	
a)	Define advertisement as a Communication Tool.	L1	10	CO1
b)	Explain the Theories of Advertising in detail.	L2	10	CO2
c)	Describe the process of Media Selection and Scheduling.	L4	10	CO3
d)	Explain the STP strategy in Marketing.	L5	10	CO4
e)	What is Ad Agency? Explain the types of ad agencies.	L3	10	CO6