

B.E. PRINTING ENGINEERING FOURTH YEAR SECOND SEMESTER (Old) – 2017

Subject: ADVERTISING

Time : 3hr.

Full Marks :100

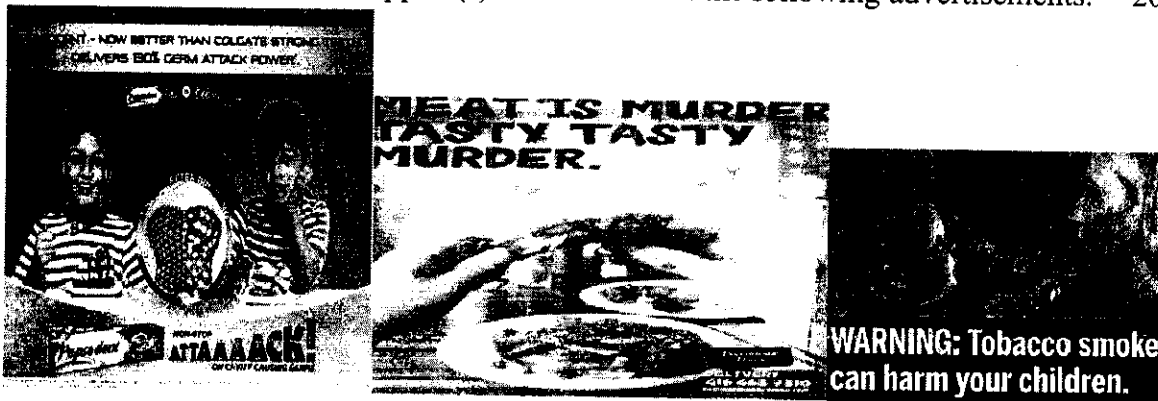
Answer any 4 questions

1. a) Describe the different needs of Maslow's hierarchy. Provide example for each of the need and justify how that is satisfying the need. 20
b) What are the commonly used text elements of a print ad? 5

2. a) Describe the different communication models that are commonly adopted for advertising. Also justify the type of communication model may be adopted for following advertising.
 - a. Advertising a new car to be launched.
 - b. Advertising of a local soft drink 20b) What are some of the commonly used pulsing modes for media scheduling? 5

3. a) Describe the following segmentation basis with suitable examples; income, usage, brand loyalty, culture. 16
b) How the segmentation bases are clubbed in BSB segmentation strategy? 9

4. a) Describe the different motivational appeals that are normally used in advertising. Justify the motivational appeal(s) that are used in the following advertisements. 20



- b) Briefly write on few of the ways that can cause misinterpretation of advertisement. 5

5. a) Describe the process workflow of an ad-agency. 10
b) Compare between TV, newspaper and internet as advertising media. 10
c) Expand the following terms in advertising context
OTS, GRP, PAR, CPRP, IPR 5
6. a) Write briefly on following; 4x4
Covert advertisement
National advertisement
Consumer jury method for effectiveness measure
Achievement oriented advertisement
b) Describe any three means of advertising appropriation. 9