

B.E. PRINTING ENGINEERING FOURTH YEAR SECOND SEMESTER – 2019**Subject : ADVERTISING****Time : 3Hr.****Full Marks : 100****Group A Answer any 2 questions****Total marks 30**

1. Show the different needs that are considered for advertising with suitable examples. 15
2. a) Show the different textual elements commonly used in print advertisements with the help of the ad given in annexure 1. 7
b) Show the media scheduling strategies commonly adopted for advertising with suitable examples. 8
3. a) Show the workflow of an ad agency. 7
b) Show the different motivational appeals adopted in advertisements with suitable examples. 8

Group B Answer any 2 questions**Total marks 30**

4. Describe any three communication models and their possible applications. 15
5. a) Describe the commonly used basis of market segmentation with suitable examples. 10
b) Describe any two methods of advertisement budget estimation. 5
6. a) Describe the consumer jury, split run and eye-camera method of effectiveness measurement for print advertisements. 9
b) Describe following types of ads with suitable examples, local advertisement, infomercial advertisement and covert advertisement. 6

Group C Answer any 2 questions**Total marks 30**

7. Categorize the following ads with justification in terms of the *targeted needs*. 15



(a)



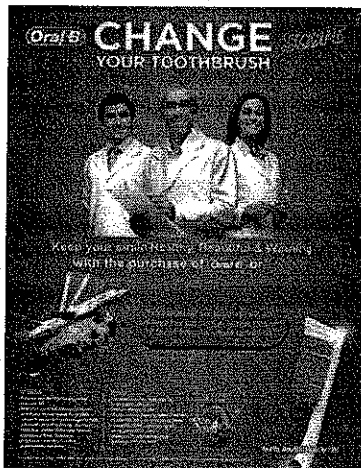
(b)



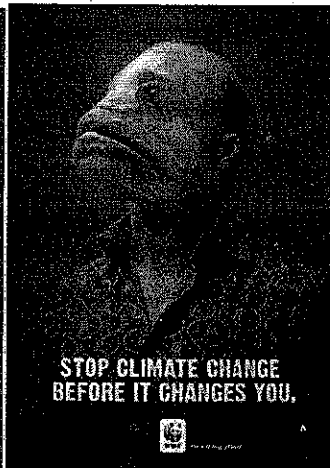
(c)

8. Categorize the following ads with justification in terms of *motivational appeal(s)*.

15

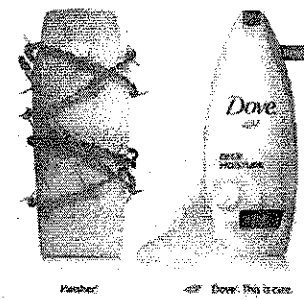


(a)



(b)

Doesn't your skin deserve better care?



(c)



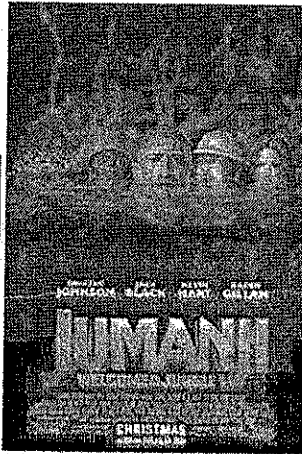
(d)

9. Categorize following ads with justification in terms of *suitable media scheduling scheme*.

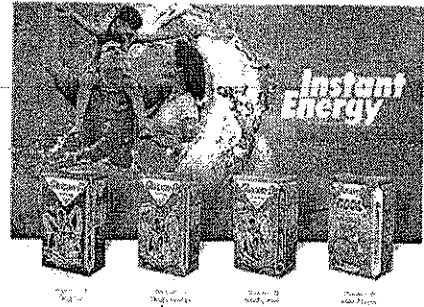
15



(a)



(b)



(c)

Group D Answer any 1 question

Total marks 10

10. Recognise with justification the possible method of advertising budget allocation for following cases;
 i) Advertising for a newspaper.
 ii) Advertising for an air conditioner.
 iii) Advertising of a renowned car brand.

10

11. Recognise with justification the type of advertising for following cases.

10



(a)



(b)



(c)

Annexure 1



Panasonic Twin Cool Inverter AC
 Removes 99%* virus, bacteria and PM2.5
 Saves 34%* electricity

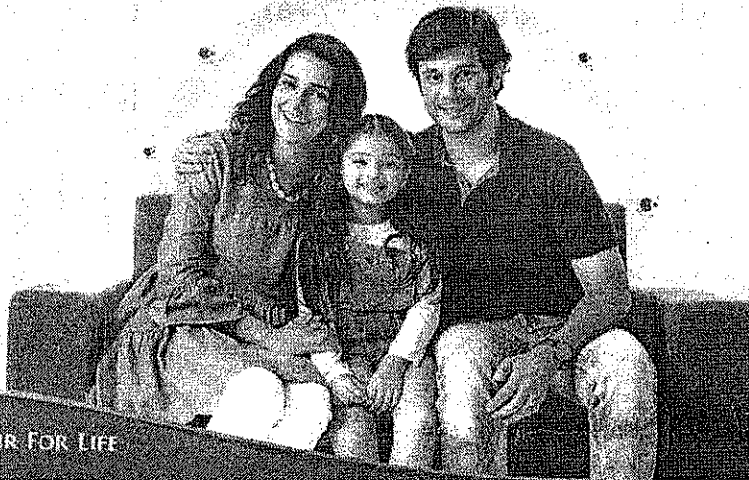


nanoe
 Gives 99%* clean air

INVERTER
 Saves 34%* on electricity bills
 Twin Cool Inverter ACs

AEROWINGS
 Spreads cool air over larger area

QUALITY AIR FOR LIFE



QUALITY AIR FOR LIFE

*TAC Apply. Panasonic India Private Limited ("Panasonic") shall not be responsible for customer purchases from any unauthorized dealer. Product specifications, warranty, pricing, system, components or options available are all subject to change without notice. The system size for representative estimate only and the actual products may vary. **Atmosphere Finance Offer available Finance Offer is valid from 1st March 2018 to 31st May 2018 and will be at sole discretion of finance provider. Fee 15% - 21%, 10% & 6-9 on major choice. 30% of first 10000 INR (Finance cost) payable. ***CCO Cashback Offer is valid from 1st Aug 2018 to 31st May 2019. Cash back offer is applicable on EMI option only on credit cards issued by ICICI Bank (Except Charge Cards and Corporate Cards), Standard Card Backs INR 4000 per transaction. ****CCO Cashback Offer is valid from 1st Aug 2018 to 31st May 2019. Cash back offer is applicable on EMI option for credit cards and Debit cards both issued by SDCB Bank (Except Charge Cards and Corporate Cards). Maximum Cash back is INR 2100 per transaction. Maximum transaction value is INR 20,000. Cashback offered is offered to the Customer only when it is registered on the charge. No on maximum per transaction per card making the Finance Offer Period. Cash back for all 12th participants of the campaign counts towards the new Debit only. Detailed terms and conditions are available at <http://www.panasonic.com/terms-of-use> for actual.

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