

**B.E. PRINTING ENGINEERING THIRD YEAR FIRST SEMESTER**

**SUPPLEMENTARY EXAM 2024**

**Subject: Advertising**

**Full Marks: 100**

**Time: 3Hr**

**Write the question number properly with answer. Answer the questions under each CO separately in one place.**

**CO 1: Show the advertising management principles (K1)      Answer any 1 question**

1. a) Show the role of different types of ad agencies. 7  
b) Show any three communication models with examples of applications. 10  
c) Show hierarchy of need and its importance in advertisement designing. 8
2. a) Show the concept and application of brand wheel . 7  
b) Show the major basis of market segmentations with suitable examples. 10  
c) Show the different appropriation models that can be adopted in advertising with suitable examples. 8

**CO2: Describe the different advertising aspects (K2)      Answer any 1 question**

3. a) Describe fear appeal, negative appeal and humor appeal with suitable examples. 8  
b) Describe different types of advertisement based on geographical location and exposure. 10  
c) Describe the BSB segmentation strategy with suitable examples. 7
4. a) Describe the print media for advertisement. 10  
b) Describe any the ways that can cause deceptive advertisement. 6  
c) Describe direct choice behavior of buyers. 9

[ Turn over

**CO3: Categorize the advertising campaigns against different advertising management parameters (K4)**

**Answer any 1 question**

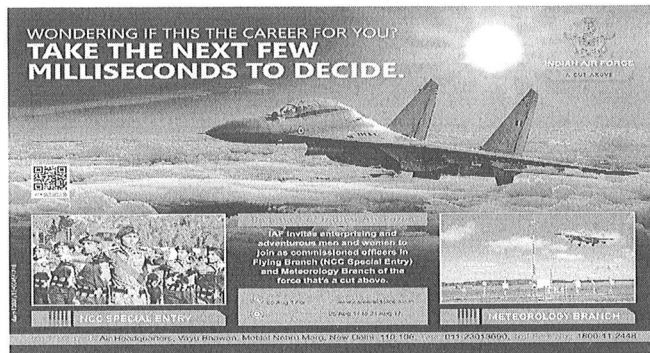
**IN ALL THE QUESTIONS BELOW JUSTIFICATION SHOULD BE GIVEN IN SUPPORT OF YOUR ANSWER.**

5. a) Categorize the following ads in terms of associated needs. 12.5

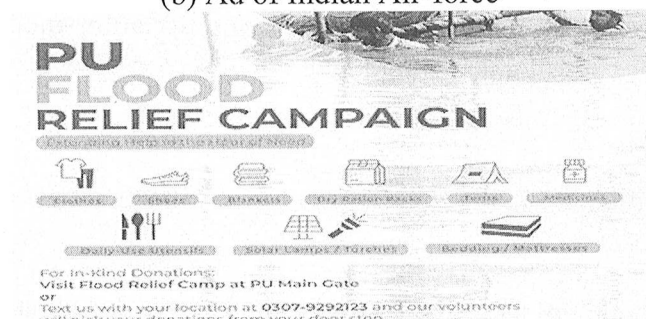
b) Categorize the following ads in terms segmentation basis. 12.5



(a) Ad of a jeweler brand



(b) Ad of Indian Air-force



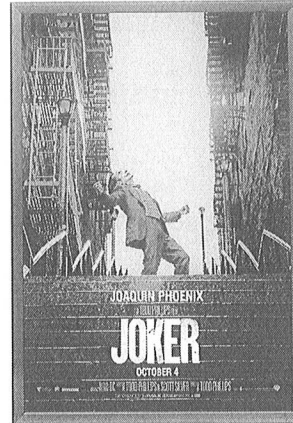
(c) Ad of flood relief camp

6. a) Categorize the following ads in terms of appropriation model may be adopted. 12.5

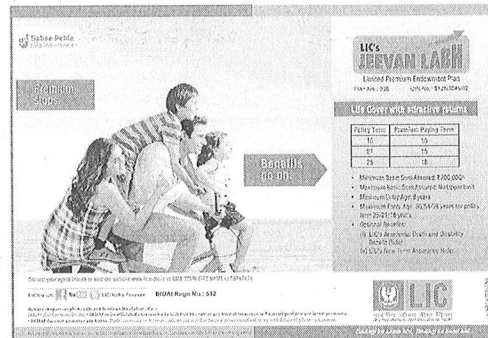
b) Categorize the following ad campaigns in terms of pulsing strategies. 12.5



(a) Ad of raincoat



(b) Ad of a movie



(c) Ad of LIC

#### CO 4: Recognize the advertising parameter requirements for a campaign (K5)

Answer any 2 questions (2 x 12.5)

IN ALL THE QUESTIONS BELOW JUSTIFICATION SHOULD BE GIVEN IN SUPPORT OF YOUR ANSWER.

7. Consider a new Hollywood children movie is getting released in India. 12.5

Recognize the

i) segmentation basis

ii) need

iii) communication model

8. Consider a renowned car company is launching their battery driven bike. 12.5

Recognize the

i) media scheduling strategy

ii) types of advertisement

iii) selection of ad agency

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9. Consider a local manufacturer of sweet want to expand their business across the country  
by inviting franchisee 12.5  
Recognize the  
i) pulsing strategy  
ii) type of advertisement  
iii) motivational appeal