B.E. PRINTING ENGINEERING THIRD YEAR FIRST SEMESTER 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 x 25 = 25)

1. a) Show how the advertisements are driven by need.   10
    b) Show the different ways to measure the effectiveness of print ads.   10
    c) Show some of the ways by which ads may be misinterpreted.   5

2. a) Show any three communication models used in advertising.   10
    b) Show the different pulsing strategies commonly adopted for advertising. 10
    c) Show the role of branding ladder.   5

CO2: Describe the different advertising aspects (K2) Answer any 1 question (1 x 25 = 25)

3. a) Describe the different types of ads in terms of content with suitable examples.   10
    b) Describe different motivational appeals commonly used in advertising with suitable examples.   8
    c) Describe the types of ad agencies.   7

4. a) Describe the advantages and disadvantages of different electronic media.   10
    b) Describe any the concentration and differentiation strategies with suitable examples.   6
    c) Describe any 4 commonly used basis for market segmentation.   9

CO3: Categorize the advertising campaigns against different advertising management parameters (K4) Answer any 1 question (1 x 25 = 25)
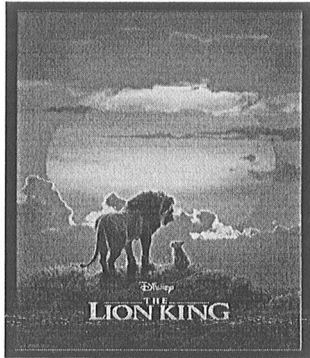
IN ALL THE QUESTIONS BELOW JUSTIFICATION SHOULD BE GIVEN IN SUPPORT OF YOUR ANSWER.

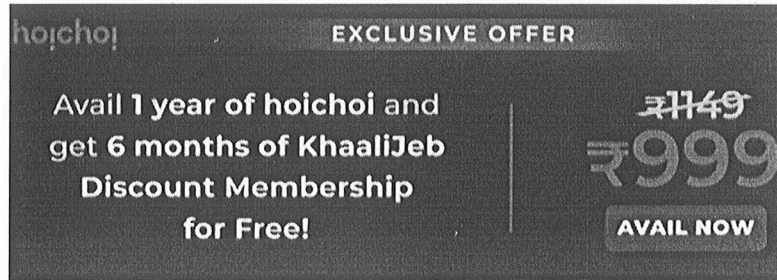5. a) Categorize the following ads in terms pulsing strategies.   12.5

[Turn over

b) Categorize the following ads in terms of possible communication model to be adopted. message. 12.5
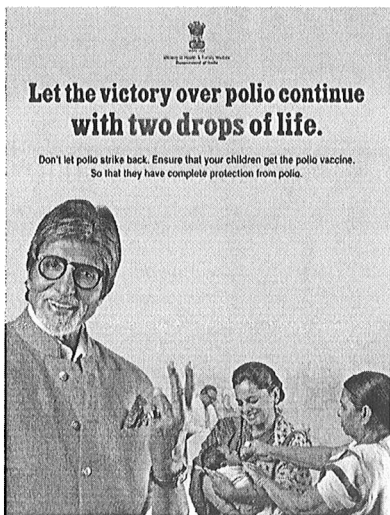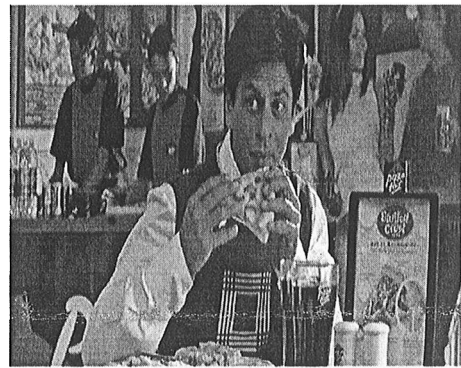

(a)

(b)

(c)

6. a) Categorize the following ads in terms of content and exposure. 12.5

b) Categorize the following ad campaigns in terms of probable segmentation basis. 12.5

(a)

(b)

(c)

CO 4: Recognize the advertising parameter requirements for a campaign (K5)
   Answer any 2 question (2 x 12.5 = 25)

7. Consider a renowned international beverage manufacturing company is launching their packed milk in India.   12.5

   Recognize the

   i) Need,

   ii) Suitable communication model

   iii) Market segmentation basis and strategy

8. Consider a new vaccination drive to be initiated among children of age group 3 to 12. Recognize the   12.5

   i) Marketing basis

   ii) Media scheduling

   iii) Type of advertisements

9. Consider a brand is launching their washing machine in the market
   Recognize the   12.5

   i) Pulsing strategy

   ii) Advertising appropriation strategy

   iii) Branding analysis