Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_

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**End Semester Examination – Nov/Dec – 2018**

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| **Code :** | **14VC2023** | **Duration :** | **3hrs** |
| **Sub. Name :** | **ADVERTISING** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** |  | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Explain the four Ps of Marketing. Explain the importance of Advertising as one of the 4 Ps. | CO1 | 20 |
| (OR) | | | | |
| 2. |  | Distinguish between different types of Advertising Agencies. Write about a Creative Boutique with suitable examples | CO2 | 20 |
|  |  |  |  |  |
| 3. |  | Design an advertising campaign for print medium (minimum 3 advertisements) for Swachch Bharat Abhiyan. | CO3 | 20 |
| (OR) | | | | |
| 4. |  | Design and explain the steps involved in creating a PSA against Drug Addiction for social media. | CO3 | 20 |
|  |  |  |  |  |
| 5. |  | Explain the importance of celebrity endorsement for creating brand awareness with the help of a case study. | CO3 | 20 |
| (OR) | | | | |
| 6. |  | Discuss the AIDA model and Hierarchy of Effects Model with suitable examples. | CO1 | 20 |
|  |  |  |  |  |
| 7. |  | Analyse Ogilvy and Mather’s Dove soap testimonial campaign in India and its impact on Indian audiences. | CO2 | 20 |
| (OR) | | | | |
| 8. |  | Discuss about Brand Positioning and Brand Image as key factors in Product Life Cycle. Cite relevant examples. | CO3 | 20 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. |  | Distinguish between   1. Marketing strategy 2. Advertising strategy 3. Creative strategy 4. Media strategy | CO3 | 20 |