



WEST BENGAL STATE UNIVERSITY
B.A./B.Com. Honours 1st Semester Examination, 2020, held in 2021

ASPACOR02T-ADVERTISEMENT AND SALES PROMOTION (CC2)

ADVERTISING-I

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

GROUP-A

1. Answer any **five** questions from the following: 2×5 = 10
- (a) What is advertising?
 - (b) What is non-commercial advertising?
 - (c) What do you mean by selective demand advertising?
 - (d) Point out two advantages of television advertising.
 - (e) What is emotional advertising?
 - (f) Mention two disadvantages of radio advertising.
 - (g) What is an ad-budget?
 - (h) What is classified advertising?
 - (i) Mention two importance of setting advertising objectives.
 - (j) What is 'logo' in advertising?
 - (k) What is digital advertising?
 - (l) What is TRAI?
 - (m) What is augmented reality in advertising?
 - (n) Name two "gurus" in the world of advertising.
 - (o) What is Creative Problem Solving Process (CPS) in advertising?

GROUP-B

Answer any four questions from the following 5×4 = 20

- 2. Distinguish between advertising and marketing.
- 3. Discuss the importance of advertising.
- 4. Write a short note on "Rational Advertising".
- 5. Discuss the advantages of Print advertising.

6. Write a short note on “Viral Advertising”.
7. Discuss the functions of advertising objectives.
8. Discuss “Think Globally-Act Locally” principal.
9. What are the economic aspects of advertising?
10. What are the chief Advertising Budget Decision Rules?
11. Write a short note on “Raymond Rubicam—a pioneer of American advertising”.
12. What is Search Engine Optimisation? Explain briefly.
13. Briefly discuss the advantages of digital advertising.

GROUP-C

Answer any *two* questions from the following

10×2 = 20

14. Discuss about the role of advertising in national economy.
15. What is an advertising department? What are its functions?
16. Discuss the DAGMAR model.
17. What are the factors influencing advertising budget?
18. Briefly discuss the elements of a Print Advertising copy.
19. Discuss four methods of determining advertising budget.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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