



WEST BENGAL STATE UNIVERSITY
B.A./B.Com. Honours 1st Semester Examination, 2021-22

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

Answer any five questions from the following

2×5 = 10

1. Define advertising.
2. Briefly point out the relation between advertising and marketing.
3. What is meant by negative role of advertising?
4. Point out two advantages of radio advertising.
5. What is comparative advertising?
6. Mention two disadvantages of newspaper advertising.
7. What is an ad-budget?
8. What is print advertising?
9. Mention two importance of setting advertising objectives.
10. What is viral advertising?
11. What is digital advertising?
12. What do you mean by non-commercial advertising?
13. What is emotional advertising?
14. Name two “gurus” in the world of advertising.
15. What is hybrid advertising?

GROUP-B

Answer any four questions from the following

5×4 = 20

16. Discuss the impact of advertising on the economy.
17. Discuss the functions of advertising.
18. Write a short note on “Rational Advertising”.
19. Discuss the advantages of Television advertising.
20. Write a short note on “Digital Advertising in the present scenario”.
21. Explain “Think Globally – Act Locally” principle.
22. Briefly discuss the advantages of digital advertising.
23. How are advertising objectives determined?
24. What are the chief advantages of having an advertising Budget?
25. Write a short note on “Claude Hopkins – sales genius”.
26. Discuss about the evolution of Digital advertising.
27. Write a short note on “Brand presence over the social media”.

GROUP-C

Answer any two questions from the following

10×2 = 20

28. Discuss about the importance of advertising in modern marketing.
29. What is comparative advertising? What are its advantages and disadvantages? 2+4+4
30. Discuss the DAGMAR model.
31. Discuss the methods of determining advertising budget.
32. Discuss about the elements of a Print Advertising Copy.
33. What do you mean by (a) Mobile Marketing (b) Search Engine Optimisation? 5+5

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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