

**TILAK MAHARASHTRA VIDYAPEETH**  
**Bachelors of Business Administration (Distance)**

Home Assignment – III year - Semester VI

Marks : 80

**Advertising & Media Management**

Code : M71614

**Note :**

- \* The Paper consists of two sections I & II
- \* Attempt any 4 questions from Section I
- \* Questions from Section I carry equal marks
- \* Section II is Compulsory

**Section I**

Q.1 Write in brief. What is advertising? What are the attributes of advertising.  
Also write role of functions of Advertising. (15)

**OR**

What is "Triangle of Communication", in advertising?

Q.2. What is copy writing? Write Attributes of effective advertising copy. (15)

**OR**

Give introduction of media selection, media planning, media strategy & media Research. What are the steps in media planning?

Q.3. What are the objectives of evaluation of advertising effectiveness? (15)

**OR**

What are the functions of Advertising agency?

Q. 4. Write short Notes. (Any 3) (15)

- 1) Client Relationship
- 2) In door Advertising media
- 3) Reach & Frequency of Advertising
- 4) Unique selling Propositions (USP)
- 5) Ethics in advertising

**Section II**

**Q.5 Multiple choice Questions** (20)

- 1) A \_\_\_\_\_ is a form of persuasive communication with the public.
  - a) Ethics
  - b) Issue
  - c) Advertising
  - d) Usage
  
- 2) The \_\_\_\_\_ is identified by his company's name or brand name.
  - a) Trainee
  - b) Marketer
  - c) Sponsor
  - d) Salesman

- 3) \_\_\_\_\_ is the power of Advertising.
- Marketing
  - Promotion
  - Competition
  - Persuasion
- 4) Culture is the most fundamental determinant of person's \_\_\_\_\_ & behaviour.
- wants
  - needs
  - nature
  - attitude
- 5) The process of advertising starts with \_\_\_\_\_.
- marketing
  - communication
  - finance
  - promotion
- 6) The first step in \_\_\_\_\_ is the gathering of useful data about the target market.
- advertising
  - media planning
  - media research
  - display
- 7) \_\_\_\_\_ is almost similar to dummy magazines test.
- Inquiry test
  - Mechanical test
  - Portfolio test
  - Post test
- 8) \_\_\_\_\_ is a team of Experts appointed by clients to plan, produce & place advertising campaigns in the media.
- Organisation
  - Company
  - Management
  - Ad agency
- 9) \_\_\_\_\_ Advertising can be aptly called as 'Word of mouth' advertising.
- TV
  - Newspaper
  - Trade shows
  - Radio
- 10)  $CPT = \frac{\text{Page rate} \times 100}{\text{-----}}$
- Circulation
  - Profit
  - Readers
  - Frequency

- 11) \_\_\_\_\_ advertising is the only one of its kind that has been carried for ages.
- a) Outdoor
  - b) Indoor
  - c) Newspaper
  - d) TV
- 12) The \_\_\_\_\_ is expected to determine what is there in the product that he is selling that appeals most to the senses of the prospects.
- a) Manager
  - b) Advertiser
  - c) Copy writer
  - d) Message
- 13) A \_\_\_\_\_ is apt that matches to the needs & counts of the prospects.
- a) Advertisement
  - b) Creditability
  - c) Copy
  - d) Message
- 14) An advertising agency is shortened as \_\_\_\_\_.
- a) AA
  - b) Ad.ag
  - c) Ad. Agency
  - d) Aa
- 15) \_\_\_\_\_ is a catchy sentence or phase which is easy to remember.
- a) Research
  - b) Slogans
  - c) Media
  - d) Advertisement
- 16) \_\_\_\_\_ plays a vital role in the advertising communication process.
- a) Target audience
  - b) Teenagers
  - c) Adults
  - d) Desire
- 17) The \_\_\_\_\_ aims to understand and create brand enquiry for client's brands.
- a) Finance
  - b) Creative process
  - c) Copy
  - d) Advertisement
- 18) \_\_\_\_\_ is the most important factor to be considered in agency selection.
- a) Management
  - b) Organisation
  - c) Media Manager
  - d) Copy

- 19) \_\_\_\_\_ selection is a unique decision to be made by the advertiser.
- a) Media
  - b) Advertisement
  - c) Topic
  - d) Communication
- 20) Advertising & \_\_\_\_\_ are an integral part of our social & economic system.
- a) Analysis
  - b) Promotion
  - c) market
  - d) services