

**Tilak Maharashtra University**  
**Bachelor of Business Administration (Distance)**  
**(Semester - VI) - Internal Evaluation**  
**Advertising and Media Management**

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Marks : 80

Code : BM - 605

**Note:**

- ❖ The Paper Consist of two sections I & II
  - ❖ Section I & II are Compulsory
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**Section I**

Q.1 a) Explain Role and Function of Advertising. ( 7 Marks)

**OR**

b) Define various methods of Evaluation.

Q.2 a) What are various factors involved in Agency selection. ( 7 Marks)

**OR**

b) Explain in brief Triangle of Communication.

Q.3 Short Notes (any three) ( 12 Marks)

1. Reach and Frequency
2. Copy Research
3. Bases of Writing Headlines
4. Advertising and Creation of Monopolies
5. Top management of Advertising Agency

**Section-II**

Q.4 Choose correct answers ( 14 Marks)

1. The success of any advertising campaign or attempt will depend upon the effectiveness of \_\_\_\_\_.  
a)the advertiser b) the management c)the media d) the message
2. \_\_\_\_\_ people exhibit an ability to go off the beaten track, a capacity to respond to reality and keep their fact on the ground  
a) creative b) standard c) certain d) special
3. \_\_\_\_\_ presupposes thematic brilliance and motivational force of appropriate primary and secondary appeal

- a) creative communication      b) creative execution
- c) creative advertising        d) creative marketing

4. \_\_\_\_\_ copy elicits fun, mirth and laughter.

- a) story-copy   b) fear copy   c) humorous copy   d) predicament copy

5. \_\_\_\_\_ includes new promises, product improvements, price reduction , premium offers etc.

- a) new headline                      b) curiosity headline
- c) challenging headlines        d) direct promise headlines

6. when the copy is integrated to a recent happenings or event , it is said to be a \_\_\_\_\_

- a) scientific copy   b) suggestive copy   c) human interest copy   d) topical copy

7. under \_\_\_\_\_ , is a starting statement followed by a question, these invites the reader to read further.

- a) humorous headlines      b) curiosity or productive headlines
- c) situation headline        d) command headlines

8. \_\_\_\_\_ outlines how advertising time and space in various media will be Used to achieve the marketing objectives of the company through advertisement

- a) media strategy                  b) media selection
- c) media marketing                d) media planning

9. \_\_\_\_\_ can be aptly called as “ word of mouth” advertising on a whole sale scale which was welcomed in 1920.

- a) radio advertising      b) TV advertising
- c) film advertising        d) news paper advertising

10. The purpose of \_\_\_\_\_ is to select the best copy appeals, headlines, matters, slogan, media and the like.

- a) inquiry test      b) opinion test
- c) pre testing method      d) sales test

11. well planned and effective advertising can make you a market leader Exercising not less than \_\_\_\_ of market share.

- a) 70%      b) 50%   c) 80%   d) 60%

12. \_\_\_\_\_ is the most fundamental determinant of a person’s wants and Behavior.

- a) standard of living      b) culture
- c) consumer protection   d) satisfaction

13. advertising is a \_\_\_\_\_ process of persuading the prospects by convincing them to buy products or services with increased satisfaction to the consumer and profits to the sponsors.

- a) mass communication d) mass planning
- c) mass media d) mass marketing

14. in India advertising business is worth Rs\_\_\_\_\_.

- a) 3000b)4000 c)2000 d)1000