



UNIVERSITY OF THE PUNJAB
B.S. 4 Years Program / Eighth Semester – 2020

Roll No. in Fig.

Roll No. in Words.

Paper: Advertising

Course Code: BBA-415 Part – I (Compulsory)

Time: 15 Min. Marks: 10

ATTEMPT THIS PAPER ON THIS QUESTION SHEET ONLY.

Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

Signature of Supdt.:

Q.1. Encircle the correct option.

(10x1=10)

- 1) Firm can reach literate customers through newspaper advertisement. It is
 - A. Advantage of newspaper
 - B. Drawback of newspaper
 - C. No problem in such advertising
 - D. None of above
- 2) By definition, _____ simply means that consumers come in contact with the marketer's message.
 - A. Perception
 - B. Exposure
 - C. Attention
 - D. Comprehension
- 3) The concept of effective reach states that fewer exposures to advertisements are required:
 - A. when humor is used
 - B. when comparative advertising is used
 - C. for brands with higher market shares and greater customer loyalty
 - D. for expensive products
- 4) It is difficult to evaluate the impact of advertising message as there is no immediate and accurate
 - A. Legal environment
 - B. Feedback mechanism
 - C. Convenient purchasing
 - D. Educative
- 5) Advertisement provides information regarding product, or idea in non-personal forms, as no face to face contact is involved between:
 - A) Marketer and retailer
 - B) Jobber and wholesaler
 - C) Buyer and customer
 - D) Market manager and salesman
- 6) Advertising gives benefits to society of large people. At the same time it adds to cost, undermine social values, creating monopoly and encourage:
 - A) Sale of products
 - B) Sale of interior products
 - C) Sale of old products
 - D) Sale of large products
- 7) Magazines add credibility to the message because of the reputation in the eyes of:
 - A) Marketing manager
 - B) Salesman
 - C) Retailers
 - D) Consumers
- 8) Digital marketing is same as:
 - A. Marketing through emails
 - B. Marketing on Facebook
 - C. Marketing on Twitter
 - D. All the above
- 9) Which of the following is NOT a problem with television advertising?
 - A. Escalating advertising costs
 - B. Erosion of television viewing audiences
 - C. Substantial audience fractionalization
 - D. Inability to achieve impact
- 10) A(n) _____ advertising objective is aimed at achieving communication outcomes that precede behavior.
 - A. Precise
 - B. Planned
 - C. Indirect
 - D. Direct



ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q.No.2: Answer the following short questions. (20)

- I. Differentiate between value and needs?
- II. what do you mean by B2B advertising?
- III. What is importance of creative brief?
- IV. List down key objectives of od advertising?
- V. What is percentage of sales budget?
- VI. Differentiate b/w reach and frequency?
- VII. What are benefits of advertising?
- VIII. What are the benefits of direct mail advertising?
- IX. What is difference b/w scheduling and coverage?
- X. List down the steps in decision making process?

Q. No. 3: Write down different phases of evolution in adverting? (10)

Q. No. 4: Discuss the elements of mass communication foundation? (10)

Q. No. 5: Explain public relation as tool of promotion? Explain different methods of public relation? (10)