



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program /Eighth Semester – 2019

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.

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Signature of Supdt.:

Q.1. Encircle the correct option.

(10x1=10)

- 1) Following are the key components of Advertising except:
 - A) Message:
 - B) Strategy:
 - C) Media:
 - D) Narrowcasting

- 2) Advertising that tries to stimulate an immediate response by the customer to the seller. It can use any advertising medium, particularly direct mail or the Internet is called.
 - A) Business-to-Business Advertising:
 - B) Direct-Response Advertising
 - C) Institutional Advertising
 - D) None of Above

- 3) _____ is the reaction the audience has to a message. It can be obtained through research or through customer-initiated contact with the company.
 - A) Message
 - B) Feedback
 - C) External noise
 - D) None of Above

- 4) One of the following is not the factor that drives the emotion:
 - A) Wants
 - B) Excitement
 - C) Feelings
 - D) Needs

- 5) All are the elements of Norms and Values except:
 - A) Corporate culture
 - B) Excitement
 - C) Warm relationships
 - D) A sense of belonging

- 6) These are mystery ads that don't identify the product or don't deliver enough information to make sense, but they are designed to arouse curiosity. These are often used to launch a new product.
 - A) Endorser
 - B) Teasers
 - C) Slice-of-life
 - D) None of Above

P.T.O.

- 7) It is a media and message strategy to ensure memorability.
- A) Slogans
 - B) Repetition.
 - C) Both A and B
 - D) None of Above
- 8) Channels where brand communication is spread by outsiders such as social media users or news media that carry publicity is called:
- A) Earned media
 - B) Owned media
 - C) Paid media
 - D) None of Above
- 9) Electronic information transmitted through the Internet, but like broadcasting, now also distributed through cable and satellite is called:
- A) The Social Media Era:
 - B) The Digital Era:
 - C) The Print Era:
 - D) The Broadcast Era
- 10) It is characterized by alternating periods of intense advertising activity and periods of no advertising is called:
- A) Carryover effect
 - B) Flighting strategy
 - C) Media flow chart.
 - D) Pulsing strategy



ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q2. Give short answers

(10x2 = 20)

1. Who Are the Key Players in advertising world?
2. What is a brand, how is it defined, and who is responsible for building brands?
3. What is Trade mark?
4. How do consumers make brand decisions?
5. What is hard sell informational message?
6. Write any four types of messages deliver which objectives?
7. What is difference between paid media and owned media?
8. What are advantages of using Radio for advertising?
9. What is GRPs stands for?
10. What is pulsing strategy?

Q3. Give answers of the following questions

(3X10 = 30)

- Q.1 How is marketing the marketing mix related to marketing communication?
- Q.2 Define cognition? Also explain factors that drive the cognition?
- Q.3 List down steps and the guidelines for writing effective copy of message for communication?