



# UNIVERSITY OF THE PUNJAB

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

Roll No. in Fig. ....

Roll No. in Words. ....

Paper: Advertising-II

Course Code: BSCS-419 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. Complete the following definition of the advertising.  
The advertising is \_\_\_\_\_ of communication that persuades the target audience for \_\_\_\_\_
  - a. Non paid publicity, propaganda
  - b. Public relations, good image
  - c. Marketing, purchase of goods
  - d. Paid, goods, ideas and services
2. Interactive media is used
  - a. For two communication
  - b. To deliver customized messages to identified prospects
  - c. For social prompt feedback
  - d. None of above
3. Outdoor media can best describe as
  - a. Focused retention
  - b. Marketing mix
  - c. Media that allow two-way messages between company and consumers
  - d. Customized marketing messages
4. Frequency is defined as
  - a. Multiple time a message convey to the target audience
  - b. An overabundance of messages
  - c. Understanding of the message
  - d. A favorite TV program
5. Which of the following is not a form of advertising?
  - a. Marketing
  - b. Promotion
  - c. Publicity
  - d. Propaganda
6. Copy testing helps in
  - a. Effective decisions in message development
  - b. Creating creative ads
  - c. Making advertisement beautiful and lovely
  - d. None of above

**P.T.O.**

7. CPP stands for
  - a. Cost of production
  - b. Collective point of production
  - c. Cost per program
  - d. Cost per point
  
8. Rating is determined on the basis of
  - a. Reach of program
  - b. Frequency of the program
  - c. Marketing of the program
  - d. None of above
  
9. In primary research inferences are extracted from the data of
  - a. Researchers that collect by themselves
  - b. Archives and published content
  - c. Surveys
  - d. Experimentation
  
10. Place-based media occur in which venues?
  - a. Outdoor billboards
  - b. Transport
  - c. Spectacular
  - d. Scaffolding wraps
  - e. Blimps



**ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED**

**Q.2. Give short answers of the following.**

**(10x2=20)**

- i. Advertising
- ii. Publicity
- iii. People Meter
- iv. Water Lipmann
- v. Testimonial
- vi. Transit advertising
- vii. Creative
- viii. Omnibus
- ix. Scheduling
- x. IMC

**Q.3. Define Integrated marketing communication (IMC), discuss it implication in modern advertising strategies. (10)**

**Q.4. What is secondary research, briefly discuss how we use it in advertising research in effective decision making. (10)**

**Q.5. Television commercials are also source of interactive media audience, how we produce TV commercials? Explain. (10)**

سوال نمبر 3: IMC کی تعریف کریں۔ ایڈورٹائزنگ کی جدید سٹریٹیجی میں اطلاق کی وضاحت کریں۔

سوال نمبر 4: سیکنڈری ریسرچ کیا ہے؟ ایڈورٹائزنگ میں فیصلہ کرتے وقت سیکنڈری ریسرچ کی اہمیت کیا ہے، وضاحت کریں۔

سوال نمبر 5: ٹیلی ویژن کمرشل انٹر ایکٹو میڈیا کا ذریعہ ہیں، ہم ٹیلی ویژن کمرشل کیسے بناتے ہیں، وضاحت کریں۔