

2124

B. Voc. (Media and Entertainment)

Fifth Semester

MET-503: Advertising

Time allowed: 3 Hours

Max. Marks: 40

*NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.*

x-x-x

I. Write a short note on any four of the following in 50-75 words each:-

- a) Competitive advertising
- b) Tagline
- c) Target audience
- d) USP
- e) AIDA formula
- f) Account planning
- g) Media buying
- h) Advertising for children

(4x2)

#### UNIT - I

- II. Define advertising. Describe its functions and dysfunctions with examples. (8)
- III. Describe the place of advertising in the marketing mix. Describe the role and importance of Integrated Marketing Communication in the present age. (8)

#### UNIT - II

- IV. What are the various types of advertising appeals? Support your answer with suitable examples. (8)
- V. What are the principles and stages of layout for print advertisements? (8)

#### UNIT - III

- VI. Describe the organizational structure and functions of an advertising agency. (8)
- VII. Describe the role of a social media manager? (8)

#### UNIT - IV

- VIII. Explain in detail the modern day unethical advertising practices. Support your answer with examples. (8)
- IX. Describe the stages of designing an ad campaign with special reference to media planning. (8)

x-x-x