

(6 pages)

Reg. No. :

Code No. : 22921 E Sub. Code : SAEC 11

B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2018.

First Semester

Economics — Allied

PRINCIPLES OF ADVERTISEMENT - I

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The term advertising is derived from the French word _____.
(a) Advertero (b) Advertir
(c) Adver (d) Advert
2. Advertising is a
(a) Promotional mix
(b) Form of publicity
(c) A non personal communication
(d) All of these

3. First commercial advertising was launched in USA in _____.
(a) 1929 (b) 1829
(c) 1729 (d) 1939
4. _____ is the best example for an outdoor advertising
(a) posters (b) news papers
(c) journals (d) magazines
5. Interior displays are most suitable for
(a) readymade garments
(b) footwear's
(c) home appliances
(d) all of these
6. Advertising media is of _____ types
(a) two (b) three
(c) four (d) five
7. Newspaper advertising depends on _____.
(a) Circulation of newspaper
(b) Advertisement tariff
(c) Space availability
(d) All of these

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8. The most commonly acceptable size of poster is
(a) 12 feet 3 inch × 24 feet 6 inch
(b) 18 feet 6 inch × 36 feet 12 inch
(c) 20 feet 10 inch × 40 feet 20 inch
(d) 5 feet 2 inch × 10 feet 4 inch
9. All India Radio introduced commercial advertising in
(a) 1927 (b) 1967
(c) 1937 (d) 1977
10. Television advertising are most popular in
(a) India (b) America
(c) Japan (d) Singapore

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 250 words.

11. (a) Point out the defects of advertising.
Or
(b) What are the secondary functions of advertising?

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12. (a) Point out the advantages of advertising to a whole saler.

Or

- (b) Explain the concept of scientific advertising.

13. (a) Differentiate direct advertising and indirect advertising.

Or

- (b) State the advantages of window display.

14. (a) What are the demerits of journal advertising?

Or

- (b) Write down the distinction between newspapers and magazines.

15. (a) Write a note on transit advertising.

Or

- (b) What are the merits and demerits of film advertising?

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PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 600 words.

16. (a) Elaborate the scope of advertising.

Or

- (b) Explain the factors that determine
advertisability of a product.

17. (a) Analyse the reasons for advertising.

Or

- (b) Explain the different steps involved in
advertising media planning.

18. (a) Explain the factors that governing the choice
of media.

Or

- (b) Explain the criteria for selecting newspaper
advertising.

19. (a) Examine the prerequisites of a successfull
show room.

Or

- (b) What are the merits and demerits of outdoor
advertising?

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20. (a) Explain the different kinds of outdoor
advertising.

Or

- (b) What are the advantages and limitations of
TV advertising.
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