

Reg. No. :

Code No. : 24036 E Sub. Code : AAEC 11

B.A (CBCS) DEGREE EXAMINATION,

NOVEMBER 2020.

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 word advertising is derived from
 - (a) Roman
 - (b) French
 - (c) Greek
 - (d) Latin
2. Advertising is beneficial to
 - (a) Manufacturers
 - (b) Intermediaries
 - (c) Consumers
 - (d) All the above
3. Selection of advertising media depends on
 - (a) nature of the product
 - (b) types of message
 - (c) media cost
 - (d) all the above

4. Display advertising means.
(a) window display (b) interior display
(c) souls display (d) all the above
5. Which one of the following is a indoor advertising
(a) poster
(b) advertising board
(c) news papers advertising
(d) neon signs
6. Press advertisement is widely given in
(a) Daily news paper (b) Annual reports
(c) Weeklies (d) None
7. Which one is the oldest advertising media?
(a) Sandwich-men (b) Hand bills
(c) Internet (d) All
8. Which outdoor advertising is cheap
(a) Poster
(b) Vehicular Advertising
(c) Electric display
(d) None
9. All India radio started commercial advertising in the year
(a) 1927 (b) 1937
(c) 1967 (d) 1985
10. Which one of the following is the latest and fastest growing advertising media
(a) Radio (b) Television
(c) Cable TV (d) None

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceeding 250 words.

11. (a) What are the Objectives of advertising?

Or

- (b) What are the features of advertising?

12. (a) State the advantages of selecting the advertising media.

Or

- (b) Mention the need for making display.

13. (a) What are the advantages of news Paper advertising?

Or

- (b) News Paper Circulation-Explain.

14. (a) Write a note on vehicular advertising.

Or

- (b) What are the advantages of exhibition?

15. (a) What are the advantages of TV advertising?

Or

- (b) State the demerits of radio advertising.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceeding 600 words.

16. (a) Describe the types of advertising.
Or
(b) Discuss the economic and social objections against advertising.
17. (a) Write a note on the following.
(i) Interior display
(ii) Window display.
Or
(b) Explain the factors to be considered while selecting the media.
18. (a) Describe the advantage and disadvantages of magazines advertising.
Or
(b) Explain the types of magazines
19. (a) Mention the features of outdoor advertising and differentiate outdoor advertising from indoor advertising
Or
(b) Examine the merits and demerits of Outdoor advertising.
20. (a) Examine the merits and demerits of internet advertising.
Or
(b) Explain how the print advertising media is beneficial over electronic media.