MAY 2022 **P/ID 77941/RMBM2**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Define Target Audience.

2. What is Copy Testing in Advertising?

3. Write short note on Media Planning.

4. Define Consumer Advertising.

5. What is Integrated Marketing?

6. Name any two Advertising Agencies in Global Level.

7. What do you mean by Unique Selling Proposition?

8. Mention the purpose of Coupons.

9. What is Point of Purchase (POP) Displays?

10. Define Social Media Marketing.

11. Interpret the Economic Role of Advertising.

12. What is Reach and Frequency in Advertising?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Describe the Functions of Advertising.

14. Explain the Elements of an Effective Advertising Copy.

15. Evaluate the Models of Advertising Scheduling.

16. Outline the Advantages of Web Advertising.

17. Describe the Typical Structure of an Advertising Agency.

18. Infer the Objectives of Sales Promotion.

19. State the Importance of Advertising Ethics

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Explain the Types of Advertising Copy.

21. Discuss the Criteria for Advertising Media Selection.

22. Enumerate the Classification of Advertising Agency.

23. Elaborate the Steps involved in Sales Promotion Planning.

24. Discuss the Positive and Negative Impact of Advertising on Society.

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