MAY 2025 **P/ID 77941/RMBM2**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. State any four people who are actively engaged in the advertising process.

2. Name the four important points to be considered while selecting a media channel for advertisements.

3. What is the meaning of an advertisement copy?

4. Define budget planning in advertising.

5. What is called as an integrated method of advertising?

6. State any three difference between advertising and personal selling.

7. What are the various means of coordination in advertising?

8. Why is coordination important in advertising?

9. What is ethical advertising?

10. How do you explain the social relevance in advertising?

11. How are the target audience selected for creating an advertisement?

12. Define an integrated program in mass media.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions.

13. Explain the five steps in market segmentation strategies.

14. State the functions of the contact department in an advertising agency.

15. Write a short note on retail advertising.

16. Briefly explain the role of advertising agencies.

17. Elaborate the procedure of media planning.

18. Elucidate the details of media scheduling.

19. State and explain the process of web advertising.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. Enumerate the importance and features of advertising.

21. Discuss the role of industrial revolution in the development of advertising.

22. Describe the significant role of advertisement in a society.

23. Evaluate the essential factors of a good advertisement copy?

24. Discuss in detail about the role of ethics in an advertisement copy.

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