

BACHELOR OF PRINTING ENGINEERING FINAL EXAMINATION, 2009

(4th Year-2nd Semester)

ADVERTISING

(Elective-II)

Time: Three Hours**Full Marks: 100****Answer any 5 questions**

1.
 - a) What are the different purposes of advertising? 3
 - b) What is 'briefing'? Describe the different aspects need to be pointed out in the process of briefing. 2+8
 - c) A mid-size organization needs to publish newspaper advertisement every week, and to design that they need designing team. What is your view about keeping an in-house designing team? 5
 - d) What is 'surrogate advertising'? 2
2.
 - a) Explain the financial aspects need to be considered while planning an advertising campaign. 8
 - b) Briefly explain the different methods of budget finalization process in advertising? 6
 - b) Make a comparison study between the different media of advertising 6
3.
 - a) What are some remarkable advantages of Internet advertising that distinguish it from other electronic media of advertising? 4
 - b) What are the different steps that a consumer goes through in an adoption process? Explain briefly. 4
 - d) Briefly describe 'broadcast advertising'. 10
 - e) What is meant by 'theatre-of-mind'? Explain with an example. 2
4.
 - a) Briefly explain the major factors that affect the advertisement designing. Give a hypothetical example to explain the factors. 8
 - b) What is meant by 'hot-shop' and 'Media-shop' in advertising industry. 2
 - c) Draw a basic structure of an advertising agency. 2
 - d) What are the different professional expectations a customer account manager needs to meet? 4
 - e) What are basic aspects need to be considered while performing copy-writing? 4

[Turn over

5. a) Briefly explain the different important aspects need to be considered while writing copy for Internet content. 6
b) Briefly describe the three major components of attitude with example. 4
c) Explain the different classes of 'Buyer's attitude and brand choice behavior' 6
d) Graphically describe the attitude segments of a hypothetical brand. 4
6. a) What are the most common means of deceptive advertising? 3
b) Explain different types of deceptive advertising falls under the category of 'misinterpretation and omissions'. 10
c) What is 'puffing'? Explain with examples. 3
d) 'It is important to find the link with personal values of consumers while making the advertisements'. Justify the statement with an example. 4
7. a) What are the different market segmentation strategies? Give examples of a concentration market segmentation strategy. 3
b) What is meant by the terms 'majority fallacy' and 'niche market'.
Give examples 2
c) What are major considerations of developing a market segmentation strategy? 2
d) Describe the different aspects of market segmentation with suitable examples. 10
e) What is your view about the market segmentation strategy of 'Nano cars'? 3
8. a) What are the different ways to contrast culture in case of advertising in global market? Give example for each cultural difference. 5
b) Explain BSB's market segmentation for global advertising. 8
c) Explain few major strategies for global advertising standardization. 7
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