

P G Even Semester Exam, 2023

VISUAL ARTS

2nd Semester

COURSE NO. MVAC-201

[Advertising Theory-II]

Full Marks : 70

Pass Marks : 28

Time : 3 hours

The figures in the margin indicate full marks for the questions

Answer five questions, taking one from each Unit; unit V is compulsory

UNIT-I

1. Explain the function of marketing research with example. What are the limitation of marketing research? 10+5=15
2. Define marketing mix. Explain the role of 4P's in establishing a brand? 5+10=15

UNIT-II

3. Why research is important in conceptualizing an advertising campaign to promote a brand? Explain with examples. 15
4. What is segmentation? How does it helps in planning the marketing strategy. 5+10=15

Turn over

UNIT-III

5. What are the different types of advertisement? Explain the objective of advertisement with examples. 5+10=15
6. What is integrated marketing communication? What are the important steps next to follow in designing an advertising campaign? 5+10=15

UNIT-IV

7. Analyse the creative approaches of advertising campaign with example. 5+10=15
8. Explain the significance of advertising in connection to the social responsibility. 15

UNIT-V

9. Write a short note on any two of the following topic: 5+5=10
 - a. 4C's of Marketing Mix
 - b. Truth in advertisement
 - c. Advertisement for public interest
