



GIET UNIVERSITY, GUNUPUR – 765022
M. B. A (Fourth Semester) Examinations, May' 2021
MB402 A – BRANDING & ADVERTISEMENT

Time: 2 hrs

Maximum: 50 Marks

The figures in the right hand margin indicate marks.

PART – I: (Multiple Choice Questions)**(1 x 10 = 10 Marks)**Q. 1 Answer ALL questions

- a. _____ is a reduction from regular rates when advertising contracts to use quantities of advertising.
- (i) Discount (ii) Allowance
 (iii) Valuation (iv) Correction
- b. _____ is used in outdoor advertising to refer to the number of billboards used in one display.
- (i) Depth. (ii) Facing
 (iii) Changing. (iv) Exposure
- c. _____ is about bringing your product/service to the notice of your target market, and reminding them or persuading customers to purchase that product/service.
- (i) Production (ii) Budget
 (iii) Promotion (iv) Image
- d. The _____ that is selected to communicate the product/service to clientele forms the promotional mix.
- (i) Marketing Products (ii)
 (iii) Budgets (iv) Promotional methods
- e. _____ provides a chance to show the features and benefits of a product/service directly to the customers who may be in a position to make an instant purchase.
- (i) Direct mail (ii) Radio
 (iii) Community directories. (iv) Point of sales display
- f. What is AIDA?
- (i) Advertisement, Interest, Demand, Acquire (ii) Advertisement, Interest, Desire, Attention
 (iii) Advertisement, Interest, Desire, Attention (iv) Attention, Interest, Desire, Action
- g. _____ is the outer shell of the advertisement, which should be attention-grabbing, attractive and interesting to your customers
- (i) Message (ii) Physical Design
 (iii) Transformational Advertising (iv) Informational advertising
- h. The words used in an advertisement is referred to as _____.
- (i) Date (ii) Copy
 (iii) Artwork (iv) Test
- i. The motive to which an ad is directed, designed to stir a person toward goal the advertiser has set is known as
- (i) Appeal (ii) Demand

(iii)Need

(iv)Desire

j. Copywriting is the act of writing copy for the purpose of selling or marketing a _____, business, or idea.

(i)Price

(ii)Material

(iii)Product

(iv)Concept

PART – II (A): (Short Answer Questions)

(2 x 5 = 10 Marks)

Q.2. Answer ALL questions

- a. Mention the various objectives of advertising?
- b. What is Consumer Behaviour?
- c. What do you understand by message appeal?
- d. What do you mean by copyrights?
- e. Expand DAGMAR?

PART – III: (Long Answer Questions)

(6 x 5 = 30 Marks)

Answer any **FIVE** questions.

3. Explain various advertising media?
4. What are the different types of advertising copy?
5. Distinguish between advertisement and publicity?
6. Discuss the role of advertising in primary and secondary demand?
7. What is segmentation and targeting in Consumer Behaviour?
8. What are the 4 types of advertising Research?
9. What do you mean by advertising Effectiveness? Explain pre and post campaign measure to evaluate effectiveness?
10. Why is copyright law important in cyberspace?

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