

- (f) Differentiate between newspapers and magazines as a media. Also state *two* similarities between them. 6+2
- (g) Define corporate image and corporate identity. What are the factors associated with formation of corporate identity? 2+2+4
- (h) Explain in brief the relation of marketing strategy to advertising strategy.

Total number of printed pages—4

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2011

ADVERTISING AND SALES PROMOTION

Paper : 5-3

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Answer all the questions : 1×10=10
- (a) What is slogan ?
 - (b) What is tabloid newspaper ?
 - (c) Define prime time.
 - (d) What is transit advertising ?
 - (e) What is broadsheet newspaper ?
 - (f) What is gross audience ?
 - (g) Give *one* example of above the line media.

- (h) Define circulation.
- (i) Mention any two advertising appeals.
- (j) Define jingles.

2. Answer all the questions : 2×5=10

- (a) Give two examples of below the line media.
- (b) Define musical radio commercial.
- (c) Mention any two techniques of public relation.
- (d) What is copy writing ?
- (e) Mention any two disadvantages of online media.

3. Answer any four questions : 5×4=20

- (a) Differentiate between advertising and propaganda.
- (b) Discuss in brief the various types of advertising appeals.
- (c) Briefly state the contributions of advertising towards society.

- (d) Discuss the DAGMAR approach.
- (e) Define direct media. State any two advantages and disadvantages of direct media.
- (f) Briefly explain the FCB model of advertising.
- (g) Differentiate between pull and push strategy of sales.

4. Answer any five questions : 8×5=40

- (a) What is sales promotion ? Explain the techniques of sales promotion for consumers and salesperson. 2+3+3
- (b) Briefly discuss the various steps in media planning.
- (c) What is web design ? Explain the techniques of web design. 2+6
- (d) Explain the various techniques of web design.
- (e) Explain the various elements of an advertising copy.