

2065

**Diploma Course (Add-on)
Advertising and Sales Management
Paper –I: Advertising in India**

Time allowed: 3 Hours

Max. Marks: 75

NOTE: Attempt five questions from Unit-I, carry 3 marks each and four questions from Unit- II carry 15 marks each.

x-x-x

UNIT-I

1. List two advantages and two limitations of radio as an electronic media for advertising.
2. What are outdoor media, and how do they help in advertising?
3. What is media planning in advertising?
4. Differentiate between pre-testing and post-testing in advertising.
5. What factors are considered when selecting an advertising agency?
6. Explain the consequences of misleading or deceptive advertising in India.
7. Discuss the difficulties in measuring advertising effectiveness.
8. Discuss the role of media planning in advertising.

UNIT-II

9. Explain the concept of media planning. Discuss the factors that should be considered when selecting the media for an advertising campaign.
10. Explain the importance and challenges of measuring the success of an advertising campaign.
11. Explain the functions of an advertising agency and how it contributes to the development of an advertising campaign.
12. Describe the process of selecting an advertising agency. What factors should a company consider when choosing an agency?
13. Explain the role of audio-visual media in advertising. Discuss the advantages and limitations of using television and radio in advertising campaigns.
14. How can outdoor advertising be effectively utilized in India?
15. Discuss the communication effect and sales effect of advertising. How do advertisers measure these effects?

x-x-x