

**BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, PILANI**  
**II SEMESTER 2016-2017**  
**HSS C314: PRINT AND AUDIO VISUAL ADVERTISING**  
**Comprehensive Examination**

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MM: 35

DURATION: 3Hrs

08.05.2017

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Q1. Advertising is ubiquitous and the basic purpose of it is to persuade the customer. However there are several **functions of advertng**. Explain the functions of advertising with suitable examples. **6**

Q2. Define the Corporate Social Responsibility. **Take the case study** of one of the existing companies and elaborate on their CSR activities and how they have taken it up through their advertising campaigns. **6**

Q3. What are the **types of internet advertising**? What are the **advantages** of internet advertising over traditional media. **5**

Q4. Attendance in the classes is a serious issue of the University of Pilania. The ID Office is genuinely concerned about this issue and wants to communicate persuasively to the students about the benefits of attending classes. You as the student of PAVA have to **design an outdoor** campaign to motivate students to be regular for the classes. Design a banner to be placed in 10 conspicuous places on the campus. **3**

Q5. Define **Sales Promotion**. How it is different from the advertising? Explain five most often used **types of trade promotions** available to the wholesalers and retailers. **6**

Q6. Just as with domestic marketing, companies engaging in international marketing must carefully analyze the major environmental factors of each market in which they compete, including economic, demographic, cultural, and political/legal variables. What are the **factors important** that marketers must consider in evaluating **the political/legal environment** of a country before designing and implementing an advertising or promotional program in a foreign market? **5**

Q7. Analyze the given advertisement on the following parameters. Explain in one line each parameter. Be specific and clear with your responses. 4



- A. Primary Audience
  - B. Type of Appeal
  - C. Layout
  - D. Visual Message
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