

Birla Institute of Technology and Science, Pilani
II Semester 2016-17
Mid Semester Examination
GS F224: Print and Audio Visual Advertising

MM: 30


Duration : 90 mnts

8 March 2017

Q1) Fill in the blanks with the most appropriate answer:

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- a)  is the logo of -----
- b) Just after Physiological needs come-----in Maslow's need based triangle.
- c) "Open Happiness" is an advertising initiative of -----
- d) Advertising has its origin in the latin word advertere which means -----
- e) A statement made by the satisfied consumer about the effectiveness of the brand is known as-----
- f) Like No Other is the baseline for -----
- g) Piyush Pandey is associated with the Ad agency called-----
- h) An appeal that is based on facts, arguments and numbers is called-----appeal.
- i) The legitimate exaggeration in advertising is called-----
- j) The use of a remote TV control device to change channels and switch away from channels is called-----

Q2) Explain the following terms with examples in about 200 words for each:

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- a) Celebrity endorsement
- b) USP
- c) Teaser Ads
- d) SWOT analysis

Q3) Design an advertising idea in line with AIDA model and promote a book entitled 'Happiness Forever'. State your plan strictly based on AIDA model covering all the four elements clearly.

(2x4=8)

Q4) Voice is the soul of Radio messaging! Provide and explain five aspects of voice that enhance the advertising message and offer variations in terms of recording the message.

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