

**Birla Institute of Technology and Science, Pilani, Pilani Campus**  
**Mid Semester Examination**  
**First Semester 2022-23**  
**GS F224: Print and Audio-Visual Advertising**  
**Part I**

MM: 15


4/11/2022

15 Mts

Name:

Id No:

Fill in the blanks with most appropriate words

1. Advertising has come from the Latin word ----- which mean “to turn towards”.
2. Ambush Marketing is a term coined by -----
3. The third stage of Young’s creative model for creative process is-----
4. The first Indian TV advertisement was launched in -----
5. The brand that launched its print media campaign in 1980 and made the brand most recognized bottle in the world is -----
6. Two significant international award for best creative ads are ----- and -----
7.  is the logo for -----
8. “Sticks to you like it love you” is the tagline for -----
9. Uniliver logo has-----symbols.
10. 4 Ps of marketing are Product,-----, Price and-----
11. The advertising technique in which a real life problem is shown in a dramatic presentation and the product advertised represents the solution to the problem is called -----
12. The three type of newspaper advertisements are Display,-----and -----

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**Part II**

MM: 45

4/11/2022

75 Mts

Q1. What is Integrated Marketing Communication? Write seven elements of IMC. 10

Q2. Classify the advertisements based on media used. 10

Q3. Newspaper advertising can target specific demographics that are traditionally more difficult to reach through other mediums. This allows advertisers to more effectively reach smaller, niche audiences, including those in specific geographical areas. However, there are disadvantages of Newspaper advertising. Mention 5 disadvantages of newspaper advertising.

10

Q4. Differentiate between the following terms with appropriate examples:

- a) Ambush / Guerrilla marketing
- b) Phonological/ Graphological deviation
- c) Puffery/ Shock Advertising
- d) Subliminal/ Surrogate
- e) Oxymoron/ Onomatopoeia

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