

Birla Institute of Technology and Science, Pilani, Pilani Campus
Mid Semester Examination
First Semester 2023-24
GS F224: Print and Audio-Visual Advertising
Part I

MM: 10


11/10/2023

10 Mts

Name:

Id No:

Fill in the blanks with most appropriate words

1. Advertising is the -----usually paid for and usually persuasive in nature about products, **services** or ideas by identified sponsors through various media.
2. Gillette is a brand represent which company-----
3. The second stage of Young's creative model for creative process is -----
4. As per hierarchy of needs,-----is the need for self-fulfillment and a desire to realize one's potential.
5. In the concept of AIDAS, D represents -----
6. "Big Idea" is the term coined by -----
7. Three types of newspaper ads are-----, Classified and Insert.
8. Unilever logo has-----symbols.
9. Taste Bhi, Health Bhi is the tagline for -----
10.  is the logo of -----

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Mid Semester Examination
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Part II

MM: **60**

11/10/2023

80 Mts

Q1. Write short notes on the following concepts in around 100 words each:

- a) Brand Positioning
- b) Celebrity Endorsement
- c) Brand Equity
- d) USP
- e) Competitive Advertising

20

Q2. Define IMC. Justify the growing significance of IMC in advertising. What are the promotional tools of IMC one can use to promote products and services?

15

Q3. Why do you think a magazine is a better advertising medium than a newspaper? Explain the statement with 5 specific features that make magazines as a favourable media over the newspaper.

15

Q4. Explain Maslow's need-based triangle. Classify the three appeals, illustrating with the right advertisement of each category.

7+3
