

Birla Institute of Technology and Science, Pilani, Pilani Campus
First Semester 2023-24
GS F224: Print and Audio-Visual Advertising
Comprehensive Examination (Closed Book)

MM: 80

10/12/2023

3hrs

Q1. Advertising has to be saleable but it should follow the ethical standards. Discuss four issues related to ethics in advertising and on what factors are they dependent on. Give suitable examples for each issue and suggest two ethical bodies which monitor the advertisers. **8+2= 10**

Q2. Discuss five advantages of outdoor advertising. Design an outdoor banner on “Importance of sports” to be placed outside of the Gym-G to motivate the students to be more active. **5+5**

Q3. Write five advantages of Global advertising campaign. Support your answer with suitable example/case. (120 words) **10**

Q4. Explain these terms relating to Digital advertising with examples: (50 words each) **9**






- a. Google ad sense
- b. Outbound marketing
- c. Interstitials

Q5. Differentiate the advertising from sales promotion on five parameters. Discuss the five key reasons that have led to companies shifting more of their marketing budgets to Sales promotion. **5+5**

Q6. Explain ‘*Radio is a theatre of mind.*’ Write five merits of using radio as a means of advertising. (120 words) **5+5**

Q7. As per Young's model of the creative process, explain the relationship within these stages: *Immersion, Digestion and Incubation.* **6**

Q8. Write the headlines for these pictures by utilizing the linguistic devices mentioned against each : (3x5=15)

| S.No | Device | Ad Creative |
|------|---------------------------------------|--|
| A | Alliteration: Australian Cricket Team |  |
| B | Allusion: Environment conservation |  |
| C | Oxymoron: Amul Butter |  |
| D | Personification: Bag |  |
| E | Smilie: Toothpaste |  |