MM 40	11.05.2018	3 Hours

Q1. What is viral advertising? Write eight advantages of internet advertising over traditional media. 5

Q2. Language is a tool with a copywriter to make the ad creative. Write and explain four prominent rhetorical devices used in advertising with one example of each device. 4

Q3. What do you understand by trade oriented promotion? Explain six types of them. 4

Q4. Explain 4A's of rural marketing. What role language plays to reach the rural masses. 4

Q5. Advertising has to be saleable but it should follow the ethical standards. Discuss the issues related to ethics in advertising and on what factors are they dependent on. Give suitable examples for each issue and name Indian ethical body which monitors the advertisers. 5

Q6. What do you understand by advocacy advertising? List six issues in the campus which can be tackled by the agency which wants to spend on corporate social responsibility. 4

Q7. Design a creative ad in line with Amul butter advertisement taking any theme from BITS Pilani. Your ad should be appealing and meaningful. 4

Name	Id Number:	10 Min

Fill in the blanks with the most appropriate answer:

10

1. The third step in Young's model for creativity in advertising is------------------

2. The legitimate exaggeration in advertising is called----------------------------

3. To all those who use our competitor's product "Happy Father's Day" is the ad for-------------

4. The script you write along with the visuals for making TV ad is called----------------------------

5. The tie up between two companies is called as -------------------------------------

6. ---------------------- is designed to build curiosity, interest, or excitement about a product but not actually showing it.

7. 'Hole of Fame" for polo is an example of --------------------------- deviation.

8. The use of words from different language in advertising is ----------------------

9. ' Dekh Le tu dekhte huye kaisa dikhta hai" is an attempt to deal with the issue of----------------------

10. The advertising that incorporates the use of aircraft, balloons or airship to create transport or display advertising media is ---------------------------

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