

Model Answers

B.A (Mass Communication)

Fifth Semester

Paper: Introduction to Advertising

Subject Code: AS-2754

1. Objective type questions:

Answer Key:

I- (a)

II- (b)

III- (b)

IV- (c)

V- (b)

VI-(d)

VII- (a)

VIII-(c)

IX- (b)

X- (b)

Descriptive type questions:

Q.2. Describe the Positive and Negative advertisement with example.

Ans- Positive advertisement is such type of advertisement which are having positive impact in our life and it inform, educate consumers for buying useful things. Ex- Advertisement of Tata salt. Tata salt is having iodine which play an important role in human body, while negative advertisement is such a advertisement which attract consumers towards useless product. Ex- Advertisement of fair & lovely. This product promise for fairness but in reality there is nothing like that.

Q.3. Symbol, Picture and Slogan play a vital role in advertisement. How?

Ans- Symbol, Picture and Slogan is the part of brand which built an image in the market on the basis of which consumer recognize that product. Ex- Slogan and picture of Amul butter have given an unique identity in the eyes of consumers.

Q.4. Which medium are used for advertisement? In this which medium are more effective and Why?

Ans- Radio, TV, Newspapers, Poster, Internet, Puppet all the electronic, print and folk medium are the medium of advertisement. In this advertisement of TV is more effective than others because it is an audio-visual medium.

Q.5. Describe the history and evolution of Ad agency.

Ans- An **advertising agency** is a service business dedicated to creating, planning, and handling advertising for its clients. An ad agency is independent from the client and provides an outside point of view to the effort of selling the client's products or services. An agency can also handle overall marketing and branding strategies and sales promotion for its clients.

The first advertising agency was started as a space broker in a newspaper by Volney B. Palmer in Philadelphia in 1841. He acted as a simple agent, selling space for his client newspaper on a commission basis.

Lord and Thompson was probably the first agency in the USA, with a reputation for creative work in advertising. One of the famous advertisement deliveries of this agency was for a new washing machine.

The oldest and largest advertisement agency of in India is Hindustan Thompson Associates Ltd.

Bombay is considered to be the Mecca of Indian advertisement where B. dattaram established advertisement agency in 1905.

Q.6. What do you mean by advertisement? Write about advertisement strategy?

Ans- Advertisement is a paid form of anything. It is made of 'Advert' which mean to attract towards something. It also inform, educate consumers. Advertising strategy include elements such as geographic location perceived demographic of the audience, price point, special offers, and what advertisement, such as billboards, websites or television, will be

used to present the product. It includes Creative strategy, The selling strategy, Execution of Creative strategy etc.

Q.7. What is Copyright? What is the role of Copyright in Advertisement?

Ans- Copyright is a key activity in advertising, indeed a creative the exclusive and assignable legal right, given to the originator for a fixed number of years, to print, publish, perform, film, or record literary, artistic, or musical material.

In advertisement, copyright protect the art works of Ad agency.

Q.8. Clarify the effect of advertisement on Youth and Children.

Ans- There are some positive effect of advertisement which is educating, informing and awaring consumers. But now a days many types of advertisement influencing youths and children in negative direction. Now children have become more matured due to effects of advertisement then in another way youths are being attracted towards a useless and luxurious products.