



PIONEER INTERNATIONAL UNIVERSITY

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UNIVERSITY EXAMINATION

ACADEMIC YEAR: 2021/2022

UNIT NAME: ADVERTISING

SEMESTER: SEPT- DEC 2021

UNIT CODE: MKTG 4111

DATE: DEC 2021

TIME: 2 HOURS

Instructions: Answer SECTION A (Compulsory) and Any Other Two Questions

QUESTION 1:

(a) Explain in thorough details what is advertising. (8 marks)

(b) A standard definition of advertising is said to have five basic components.

With particular reference to your awareness of advertising, explain the five basic components. (10 marks)

(c) List the functions of advertising. (7 marks)

(d) Write short notes on each of the following: (5 marks)

(i) Advertising

(ii) Advertiser

(iii) Advertising plan

(iv) AIDA

QUESTION 2: (20 MARKS)

Your friend has just started a course in advertising and has been assigned an assignment for the following and has come to ask for your help.

(a) Firstly, he has to provide short descriptions for the following words:

(i) Aperture

(ii) USP

- (iii) Frequency
 - (iv) Reason why
 - (v) Call to action
 - (vi) Campaign
 - (vii) Car cards
 - (viii) Concept testing
 - (ix) Creative brief
 - (x) Hit
 - (xi) Reach
- (10 marks)

(b) Explain the fundamental differences between the following:

- (i) Brand & branding
- (ii) Brand equity & brand image
- (iii) Classified advertising & copycat advertising
- (iv) Blind headline & direct-action headline
- (v) Hard sell & soft sell
- (vi) Feature & benefit
- (vii) Target market & target audience

(10 marks)

QUESTION 3: (20 MARKS)

Describe thoroughly what are the advantages and disadvantages of the following advertising mediums:

- (i) Print advertising
- (ii) Out-of-Home advertising
- (iii) Directory advertising
- (iv) Online advertising
- (v) Ambient advertising

QUESTION 4:(20 MARKS)

(a) In general marketers segments their markets using five broad categories based on the consumer characteristics.

Explain in thorough details the five types of segmentation. (10marks)

(b) Compare the following paying particular attention to their advantages and disadvantages:

(i) TV and Radio advertising

(ii) Print and Press advertising (10marks)

