

M.A. / IV Sem

A

PSYCHOLOGY - Paper - 404  
PSYCHOLOGY OF ADVERTISING

Time : 3 hours

Maximum Marks :38

(Write your Roll No. on the top immediately on receipt of this question paper.)

All questions are compulsory.

Question 1 - 4 carry 8 marks each and Question 5 carries 6 marks.

1. Define Advertising ? How is advertising different from other forms of promotional strategies. Discuss various types of advertising by giving suitable examples from different industries.

OR

'Creativity is the art of advertising' ? Discuss this statement in the light of intense competitive market situations. 08

2. Is public relations a part of IMC ? Support your answer by giving examples. Describe advantages and disadvantages of use of public relations in IMC.

OR

As a Brand Manager of a Real Estate company, what all factors will you consider for designing an advertisement using AIDA model. 08

3. What do you understand by self regulation in advertising ? Explain the role of ASCI and Information and Broadcasting Ministry.

OR

Discuss advertising in multicultural environment. How advertisers can adapt to such environment for making successful ad campaigns. 4, 4

4. Discuss message strategy and its relevance to the creative strategy of advertising. What are the various appeals that can be used in print medium by giving suitable examples.

OR

Assume that you are advertising a product that is marketed specifically to undergraduate students of metro cities. Identify contact methods you might use to reach this target population. 4, 4

5. Write brief notes on any two of the following :

1. Hard selling and soft selling ads.
2. Personal selling and advertising.
3. Resistance to Persuasion.

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