

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, DECEMBER 2010: AFFILIATED COLLEGES
ADVERTISING BA (H) – 701
BS – VII

Date: January 16, 2011
Instruction: Attempt all questions.

Max Time: 3 Hrs
Max Marks: 60

Attempt any five questions. All questions carry 12 marks.

- Q.1 What are the different types of local advertising? Write a checklist for creating effective local advertising
- Q.2 a) Define Advertising, Sponsor, the author and the persona in advertising industry
- b) Discuss briefly Centralized and Decentralized organizations.
- Q.3 Describe the consumer decision making process after watching the advertisement. What impact do repeated ads create?
- Q.4 a) Write in short the steps involved in making an advertising plan
- b) You are the in charge of advertising for the new '*anti bacterial soap*' positioned as protection from germs. What would be your initial advertising objectives for this dual-purpose product keeping in mind the advertising plan
- Q.5 Define Target Market and Target Audience. What role segmentation plays in advertising?
- Q.6 Define creativity. What's the role of creativity in advertising? What makes great advertising?
- Q.7 Write short notes on any two:
- a) Role of media in advertising b) Relationship Marketing
c) Advertising agency

BEST OF LUCK

KARACHI UNIVERSITY BUSINESS SCHOOL
University of Karachi
FINAL EXAMINATION, JUNE 2010: AFFILIATED COLLEGES
ADVERTISING: BA(H) – 502
BS – VII

Date: July 8, 2010

Instruction: Attempt Any FIVE Questions

Max Time:

2 Hrs

Max Marks:

30

- Q.1 How will you identify target market and target audience for a consumer product? Explain.
- Q.2 How is an ad prepared for Newspapers. Define the role of the different persons who take part in its completion.
- Q.3 What help does an advertising agency provide to its client. Why is it difficult to maintain a company's own advertising department?
- Q.4 Describe the consumer decision making process after he views an ad. What impact do repeated ads create?
- Q.5 Why is it necessary to segment a market from an advertising point of view. What advantages accrue from this effort?
- Q.6 How will you allocate funds for advertising a specific product? What are the different methods that can be used for this purpose?