



Register Number:

DATE:

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
M.A Advertising and Public Relations – I SEMESTER
SEMESTER EXAMINATION: OCTOBER 2019
APR 7319: ADVERTISING: PRINCIPLES, CONCEPTS AND MANAGEMENT

Time: 2 ½ hrs

Max Marks: 70

This paper contains TWO printed pages and FOUR parts

I. Attempt ALL of these multiple-choice questions. (5 x 2 = 10 marks)

1. The three essential components of a market space are:
 - a. Content, Context, Infrastructure.
 - b. Buyer, Seller, Product.
 - c. Strategy, Content, Execution.
 - d. Content, Platform, Engagement.

2. What is CPM?
 - a. Channel Performance Metrics.
 - b. Cost Per Thousand.
 - c. Cost Price and Margins.
 - d. Content Promotion & Marketing.

3. Content Marketing Strategy is
 - a. Devising ways of ensuring the target audience receives and engages with content at the right time, place and frequency.
 - b. Hiring and assigning creative talent appropriate to the type of content to be developed for a given marketing strategy.
 - c. The use of Content Marketing strategically and integrating it with other marketing and sales strategies.
 - d. An analysis of the advantages and disadvantages of using content marketing to promote a given brand in a specific market.

4. What is CCD?
 - a. Convince. Convert. Deliver.
 - b. Café Coffee Day.
 - c. Cobranded Collaborative Development.
 - d. Conversion Centred Design.

5. What three factors determine SEO success?
 - a. On-page optimisation, Off-page optimisation, Violations.
 - b. Keywords, User Interface, User Experience.
 - c. Clarity, Credibility, Call to Action.
 - d. Crawling, Crawlers, Googlebots.

II. Answer ANY THREE of the following questions in no more than 200 words for each answer. (3 x 5 = 15 marks)

6. What is FABing? How can marketers and advertisers use it potently?
7. What are three shortcomings of using celebrities to endorse your brand? Please provide explanations.
8. What are three critical components of a creative brief, and why do you think these are important?
9. Provide three reasons for breakdown of a strong client-agency relationship, and explain how these lead to breakdown.

III. Answer ANY TWO of the following in no more than 300 words for each answer, using examples where necessary. (2 x 10 = 20 marks)

10. What are the main differences between publicity and advertising? When is one preferred over the other?
11. Are Direct Marketing and Direct Mail the same? If so, please explain why. If not, please list out five important differences.
12. What are the three main methods of gaining new clients, and what is the difference between them? What is your preferred method and why?

IV. Write an essay on ANY ONE of these topics using not more than 400 words. Remember to state a point of view and support it. (1 x 25 = 25 marks)

13. The role of Account Management in maintaining the health of a Client – Agency relationship.
14. The need for consumer-centric communications even in today's technology dominated commerce.
15. The top five professional and personal attributes of a strong Account Management person.