

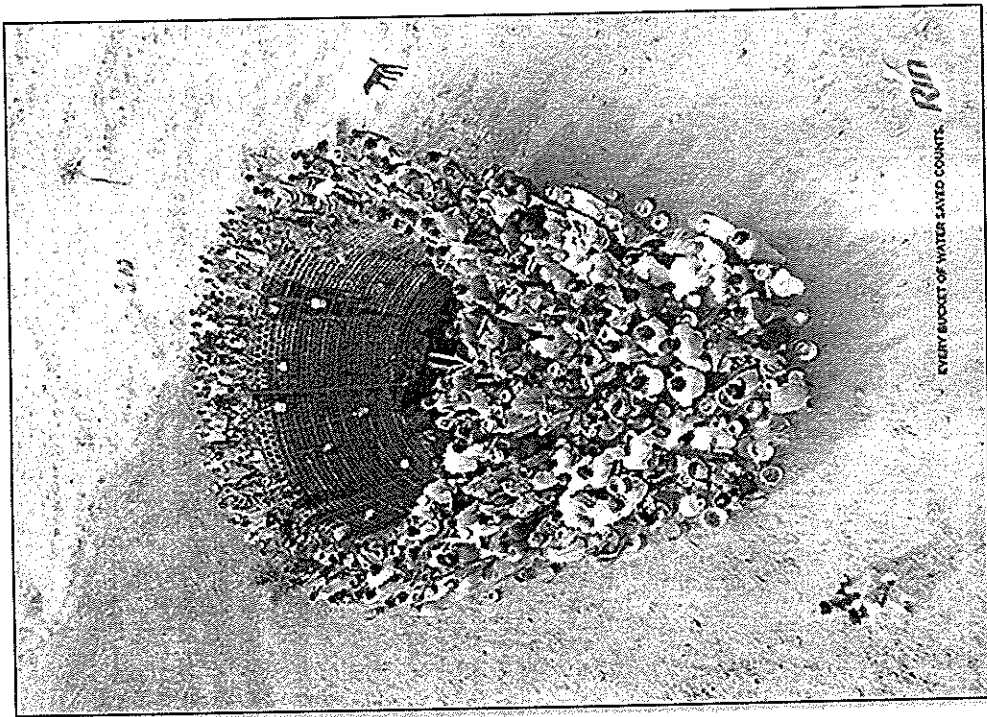
ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
MID SEMESTER EXAMINATION – AUGUST 2019
BVC – V SEMESTER
VC 5217: ADVERTISING

Time: 1 hour

Maximum marks: 30

This question paper has TWO printed pages and THREE parts

- I. Answer any FIVE in not more than 50 words each: (5 x 2 = 10)**
1. Advertising
 2. Specialised agencies
 3. Selective perception
 4. O&M
 5. Creative services
 6. Behavioural segmentation
- II. Answer any TWO questions in about 100 words each: (2 x 5 = 10)**
7. Explain Marketing Mix.
 8. What are the categories of ad agencies. Elaborate
 9. How do Situational Influences affect the buying behaviour among customers
- III. Answer any ONE of the following questions in about 200 words: (1 x 10 = 10)**
10. Elaborate on the classification of advertising



11. This award winning Rin ad of 2018 contains the copy – ‘Every bucket of water counts’. Explain the relevance of the ad in today’s context.
(←*this way up*)