



**(B) State True or False :**

1. The operation model of advertising was developed by O'Brien. (....)
2. Fashion Communication is feedback from consumer to retailer. (....)
3. The only constant in Fashion is 'Change'. (....)
4. Discounts and coupons does not increase sale. (....)
5. Puffery means exaggerated claims by the manufacturer. (....)
6. Digital marketing helps to popularize the product. (....)
7. Internet is an example of Print Media. (....)
8. A market is a dynamic place. (....)
9. Some big companies publish their own magazines to communicate about their products and events to consumers. These are called House Magazines. (....)
10. The pattern of timing of advertising prepared on an yearly basis is called media innovation. (....)

**SECTION-B**

**UNIT-I**

2. What are the ethical issues in advertising? Explain with suitable examples. (10)
3. What is fashion marketing? Why fashion needs to be promoted differently. (10)

**UNIT-II**

4. Explain the 'AIDA Model' and the 'Operation Model' of advertising. (10)
5. What is advertising appropriation? Discuss its methods and their advantages and disadvantages. (10)

**UNIT-III**

6. Discuss any two advertising agencies with special reference to their function and importance. (10)
7. Write notes on :
  - a) Fashion Shows (5)
  - b) Advertising effectiveness (5)

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**