

Vidya Vikas Mandal's
 Shree Damodar College of Commerce & Economics, Margao-Goa
 SY BCA, Semester- III, Semester End Examination November 2022
 Generic Elective Course
 Advertising (CAG-103)

Duration: 2 hours**Total Marks: 60****Instructions:** 1. Start each question on fresh page.

2. All questions are compulsory.

3. Figures to the right indicate full marks.

4. There is internal choice for questions from Q.2 to Q.6

Q.1. A Fill in the blanks**(5x1=05)**

- a. In the _____ year Johann Gutenberg invented the casting moveable type.
- b. Twentieth century is called as _____ Period.
- c. The truthfulness and absence of misrepresentation of facts in the advertisements is called as _____.
- d. The term advertising is derived from _____ word Advertere.
- e. NEWS stands for _____.

B State whether true or False**(5x1=05)**

- a. First radio station was founded in United States
- b. In India, transmitting stations are called Darshan Kendras
- c. Advertising is contributing in economic development.
- d. Tobacco advertisements are ethical.
- e. In advertising it is not possible to identify the sponsor.

Q.2. A. Explain the strategies used in creation of creative designs.**(05)****B. What are the steps used by advertising agency while pitching.****(05)****OR****X. Explain the story board with example****(05)****Y. Explain the steps followed to write the media plan.****(05)****Q.3. A. Explain the different methods of marketing research.****(05)****B. What are the various benefits of product relaunch.****(05)****OR****X. Explain the characteristics of publicity.****(05)****Y. Entrepreneurs are always focusing on effectively launching their products by following certain steps. Comment****(05)****Q.4. A. Explain the types of newspaper advertising****(05)****B. Explain the advantages of Radio advertising.****(05)****OR****X. Explain the steps involved in creating contest as marketing tool****(05)****Y. Explain the criteria of sponsorship advertising****(05)**

Q.5. A. Explain the characteristics of copyright Act. (05)

B. There are vivid ways of doing the advertising campaign. Explain. (05)

OR

X. Describe the features of good Trade Mark . (05)

Y. Explain the contents of advertising contract (05)

Q.6. A. Explain the elements of Graphic Design. (05)

B. Write a note on audio recording. (05)

OR

X. Explain the advantages of computer aided design (05)

Y. Describe the first phase of video shoot. (05)