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**T.Y. B.Com. (CBCS) (Semester-V)  
EXAMINATION NOVEMBER 2022**

**Business Management Major-III  
Advertising Management**

[Duration : 2 Hours]

[Total Marks :80]

**Instructions:**

- i) All questions are **compulsory** however **internal choice** is available.
- ii) Answer sub-questions in Question 1 and Question 2 in not more than **100 words each**.
- iii) Answer to Question 3 to Question 6 must be of approximately **400 words each**.
- iv) Start **each** question on a **fresh** page.

**Q.1 Answer any four of the following in approximately 100 words each:**

**16 Marks**

- a) Benefits of Advertising
- b) Institutional Advertising
- c) Advertising and Consumer Protection
- d) Functions of Illustrations
- e) Principles of effective Copywriting
- f) Advertisement Layout

**Q.2 Answer any four of the following in approximately 100 words each:**

**16 Marks**

- a) Advertising Agency Compensation
- b) Career options available in Advertising field
- c) Functions of an Advertising agency
- d) Pre-testing methods of measuring Advertising effectiveness
- e) Importance of Research in Advertising
- f) Copy Research

**Q.3 A) Explain the various factors influencing the choice of an Advertising Media.**

**12 Marks**

**OR**

**B) Explain the various factors influencing the growth of an Advertising Industry.**

**12 Marks**

**Q.4 A) Explain the various types of Advertisement copy with the help of appropriate examples.**

**12 Marks**

**OR**

**B) Discuss the various types of illustrations with the help of appropriate examples.**

**12 Marks**

**Q.5 A) Explain the various factors influencing the choice of an Advertising Agency.**

**12 Marks**

**OR**

**B) What is Client Agency Relationship? Explain the principles of Client Agency Relationship.**

**12 Marks**

**Q.6 A) What is DAGMAR? Explain its merits and demerits.**

**12 Marks**

**OR**

**B) Discuss the various types of Post-testing methods of measuring Advertising effectiveness.**

**12 Marks**