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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