

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
TY B.Com, Semester-V, Semester End Examination January 2022
DSE 3: Advertising Management (UCOD111)

Duration: 2hrs

Max Marks: 80

Instructions:

1. All questions are compulsory
2. Answer sub question no 1 and question no 2 in not more than 100 words each
3. Answers to question no 3 to question no 6 in not more than 400 words each
4. Figures to the right indicate marks assigned to the questions.

1. Answer the following in brief (any four)

(4x4=16)

- a) Internet Advertising
- b) Essentials of advertisement copy
- c) Advertisement Layout
- d) Functions of illustrations
- e) Cause Marketing
- f) Institutional Advertising

2. Answer the following in brief (any four)

(4x4=16)

- a. In house Ad Agency
- b. Ad agency Compensation
- c. Copy research
- d. Importance of Research in Advertising
- e. Client turnover
- f. Advertising Effectiveness

3. A) Explain the concept of ethics in advertising give example of unethical advertisements

(12 Marks)

OR

B) Explain the various benefits of advertising to consumers

(12 Marks)

4. X) Discuss the various factors influencing the choice of advertising media for the advertiser

(12 Marks)

OR

Y) Discuss the various types of illustrations with the help of examples

(12 Marks)

5. A) Explain the principles of client agency relationship

(12 marks)

OR

B) State and explain the different factors influencing the choice of an Advertising agency

(12 marks)

6. X) Explain the DAGMAR approach

(12 Marks)

OR

Y) Explain the Post testing methods of determining advertising effectiveness.

(12 Marks)