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T.Y.B.Com Semester V (CBCS) Ordinance

EXAMINATION MAY 2023

Business Management Major III : Advertising Management (DSE - 3)

[Time: 2 Hours]

[Max. 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.

Q1 Answer any four of the following in approximately 100 words each: 16 Marks

- a) Integrated Marketing Communication
- b) Limitations of Advertising
- c) Outdoor Advertising
- d) Principles of effective layout
- e) Types of Advertisement Copy
- f) Functions of Illustrations

Q2 Answer any four of the following in approximately 100 words each: 16 Marks

- a) Functions of an Advertising Agency
- b) Full Service Advertising Agency
- c) Reasons for Client Turnover
- d) Behavioural Research
- e) Pre-testing methods of measuring Advertising effectiveness
- f) Merits of DAGMAR approach.

Q3 A) Explain the various factors influencing the growth of Advertising industry. **12 Marks**

OR

B) Discuss the various types of Advertising Media with the help of appropriate examples. **12 Marks**

Q4 A) What is Copywriting? Explain the various principles of effective Copywriting. **12 Marks**

OR

B) Explain the various types of illustrations with the help of appropriate examples. **12 Marks**

Q5 A) Explain the various factors influencing the choice of an Advertising Agency. **12 Marks**

OR

B) What is Advertising Agency Compensation? Explain the various types of Advertising Agency Compensation. **12 Marks**

Q6 A) Explain the Post-testing methods of measuring Advertising effectiveness. **12 Marks**

OR

B) Explain the importance of measuring Advertising effectiveness. **12 Marks**