

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao-Goa  
Second Year B. Com, Semester III, Semester End Examination, October 2015  
(Old Course)

**APPLIED COMPONENT-ADVERTISING**

**Duration: 2 Hours**

**Max. Marks: 80**

**Instructions:** 1. All questions are compulsory.  
2. Figures to the right indicate maximum marks to the questions.  
3. Answer sub-questions in Question no.1 & Question no. 2 in not more than 100 words each.  
4. Answer Question no.3 to Question no. 6 in not more than 400 words each.

**Q. I. Answer any four of the following:-**

**(4x4=16 Marks)**

- a) State and explain the benefits of advertising to manufacturers.
- b) Describe the AIDA process.
- c) What is Media Scheduling?
- d) What is meant by selling points in advertising?
- e) Describe in brief newspaper advertising.
- f) Explain the importance of ethics in advertising.

**Q. II. Answer any four of the following:-**

**(4x4=16 Marks)**

- a) What is meant by Integrated Marketing Communication?
- b) Explain the creative visualization process.
- c) State and explain any four types of advertising appeals.
- d) What is Media Planning?
- e) List out the essentials of a good poster.
- f) What is meant by Media Research?

**Q. III. a) What is Advertising? Explain the various features of advertising.**

**(12)**

**OR**

**b) State and explain the various forms of unethical advertising.**

**(12)**

**Q. IV. a) Explain the steps of a creative pyramid in advertising.**

**(12)**

**OR**

**b) Define Creativity. Explain the role of creativity in advertising.**

**(12)**

**Q. V. a) Examine the various types of consumers in advertising.**

**(12)**

**OR**

**b) Explain the various types of buying motives.**

**(12)**

**Q. VI. a) Discuss the various methods for preparing an advertising budget.**

**(12)**

**OR**

**b) What is Advertising Research? Explain the importance of research in advertising.**

**(12)**

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