

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

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. 1 Answer any four of the following: **(4x4=16 Marks)**

- a) Creativity in advertising.
- b) Radio advertising.
- c) AIDA Process.
- d) Silent Customers.
- e) Essentials of good advertising appeal.
- f) Decided consumers.

Q. 2. Answer any four of the following: **(4x4=16 Marks)**

- a) Limitations of advertising.
- b) Direct mail advertising.
- c) Competitive advertising,
- d) Positive appeals.
- e) Selling points.
- f) Need for research in advertising.

Q. 3. a) Define Advertising. What are its salient features? **(12 Marks)**

OR

b) Explain 6Ms of advertising with a help of a diagram. **(12 Marks)**

Q. 4. a) Why newspaper considered the most popular media in India? **(12 Marks)**

OR

b) What are the merits and limitations of internet advertising? **(12 Marks)**

Q. 5 a) Explain the steps involved in creative visualization process. **(12 Marks)**

OR

b) What is meant by ethics in advertising? What are the different forms of advertising? **(12 Marks)**

Q. 6. a) Explain the importance of research in advertising. **(12 Marks)**

OR

b) Discuss the importance of media scheduling. **(12 Marks)**
