

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)**

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