

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)
